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Le consommateur cerné : Étude des effets de la fréquence d'exposition et du contenu de la personnalisation publicitaire sur la perception de catégorisation.

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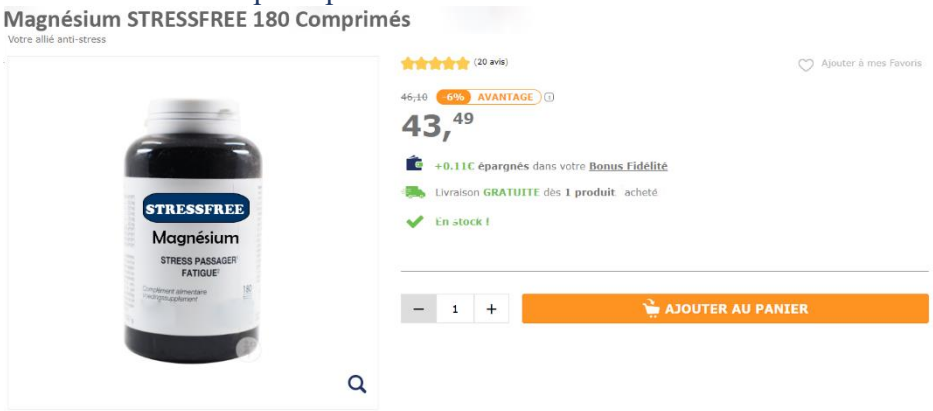
Annexe 1 : Questionnaire

1.1.Informations générales

Statut	Titre	Créé	Propriétaire	Réponses anonymisées	Partielles	Complet	Total	Groupe fermé
	Questionnaire de mémoire : la publicité en ligne	11.07.2022	yzriovi	Oui	229	332	561	Non

1.2.Supports visuels

1.2.1. Fiche descriptive produit



1.2.2. Stimuli du retargeting

Illustration du stimulus attendu Illustration du stimulus inattendu

Groupes concernés : G1,G3,G5 *Groupes concernés : G2,G4,G6*

Fillers

Groupe 1, 2, 3 et 4

Groupe 1 et 2

1.3. Série d'évènements par groupe

Fréquence=2	**G1**	Attendu – *Filler 1* – Attendu – *Filler 2*
	G2	Inattendu – *Filler 1* – Inattendu – *Filler 2*
Fréquence=3	**G3**	Attendu – *Filler 1* – Attendu – Attendu
	G4	Inattendu – *Filler 1* – Inattendu – Inattendu
Fréquence=4	**G5**	Attendu – Attendu – Attendu – Attendu
	G6	Inattendu – Inattendu – Inattendu – Inattendu

Avec :

Attendu/Inattendu : Publicité StressFree

***Filler 1* : Publicité Nivea**

***Filler 2* : Publicité Samsung**

1.4.Questionnaire en ligne

Partie A: Consentement

A1. J'ai pris connaissance des informations relatives à la collecte de données et marque mon accord à la collecte et l'analyse de ces données

- Oui ☐
- Non ☐

Partie B: Distribution

B1. Veuillez indiquer votre mois de naissance :

- Janvier, Février ☐
- Mars, Avril ☐
- Mai, Juin ☐
- Juillet, Août ☐
- Septembre, Octobre ☐
- Novembre, Décembre ☐

Partie C: Mise en situation

Vous remarquez que vous êtes particulièrement stressé(e) et vous vous dîtes qu'une cure de magnésium vous ferait le plus grand bien.

Pour mieux évaluer les différentes offres sur le marché, vous parcourez le descriptif de plusieurs produits, en ligne, notamment cette cure de magnésium StressFree :

Pour des raisons qui vous appartiennent, vous décidez de reporter votre recherche à plus tard.

C1. Êtes-vous prêt(e) à passer à l'écran suivant ?

- Oui ☐
- Non ☐

Partie D: Visionnage de vidéo

Plus tard dans la journée, vous procédez à des recherches personnelles et votre navigation se présente comme dans la vidéo suivante.

La vidéo que vous allez visionner est une illustration d'une navigation que vous pourriez faire sur ce site web. Essayez de vous imaginer cette situation et de la vivre de la manière la plus proche de celle que vous vivez habituellement lorsque vous consultez un site web.

Pour votre confort, mettez la vidéo en plein écran, même sur mobile. N'oubliez pas d'en sortir à la fin du visionnage et de valider votre visualisation en répondant à la question plus bas.

D1.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

D2.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

D3.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

D4.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

D5.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

D6.

Êtes-vous prêt(e) à passer à l'écran suivant ?

Oui ☐
Non ☐

Partie E: Votre expérience

E1. *En gardant à l'esprit les deux pages web que vous venez de voir et l'expérience que vous avez ressentie en essayant de vivre la situation,* **veuillez indiquer où vous vous situez sur les échelles suivantes :**

Malheureux(se)	Heureux(se)		
Insatisfait(e)	Satisfait(e)		
Contrarié(e)	Content(e)		
Ennuyé(e)	Ravi(e)		
Relaxé(e)	Stimulé(e)		
Calme	Excité(e)		
Tranquille	Survolté(e)		
Non éveillé(e)	Éveillé(e)		
Restreint(e)	Libre		
Guidé(e)	Autonome		
Contrôlé(e)	En contrôle		
Influencé(e)	Influent(e)		

E2. *Toujours en gardant à l'esprit les deux pages web que vous venez de voir et l'expérience que vous avez ressentie en essayant de vivre la situation,* **veuillez indiquer votre degré d'accord avec les propositions suivantes :**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Mon expérience globale était amusante.	☐	☐	☐	☐	☐	☐	☐
Mon expérience globale était agréable.	☐	☐	☐	☐	☐	☐	☐
J'étais heureux(se) lors de ma navigation.	☐	☐	☐	☐	☐	☐	☐
Les publicités m'ont donné envie d'explorer.	☐	☐	☐	☐	☐	☐	☐

Partie F: Votre retour sur l'expérience

F1. *En gardant à l'esprit les publicités que vous venez de voir et votre recherche initiale pour une cure de magnésium*, **veuillez indiquer sur les échelles suivantes quels auraient été vos ressentis après vos navigations :**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Je me suis senti(e) catégorisé(e) par les publicités présentées.	☐	☐	☐	☐	☐	☐	☐
J'ai l'impression que les publicités m'ont mis(e) dans une case.	☐	☐	☐	☐	☐	☐	☐
J'ai eu l'impression qu'on m'avait mis(e) un étiquette .	☐	☐	☐	☐	☐	☐	☐

F2. *En gardant à l'esprit les deux pages web que vous venez de voir*, **à quel point diriez-vous que les publicités qui vous ont été proposées vous ont ciblé en tant qu'individu unique ?**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Les publicités qui m'ont été proposées m'ont ciblé en tant qu'individu unique	☐	☐	☐	☐	☐	☐	☐
Le contenu qui m'a été proposé par ces publicités m'a ciblé en tant qu'individu unique	☐	☐	☐	☐	☐	☐	☐

F3. **Voici une liste de publicités que vous avez peut-être vues dans la vidéo présentée.**

Quelles sont celles dont vous vous souvenez de la présence et à quelle fréquence sont-elles apparues selon vous ?

	0	1	2	3	4
NIVEA	☐	☐	☐	☐	☐
IKEA	☐	☐	☐	☐	☐
STRESSFREE	☐	☐	☐	☐	☐
SAMSUNG	☐	☐	☐	☐	☐
MAGNETA	☐	☐	☐	☐	☐

Partie G: Vos intentions

G1. En ne considérant que les produits présentés par la marque StressFree et en gardant vos comportements habituels, notez votre degré d'accord avec les propositions suivantes :

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Si je cherchais ce type de produit, la probabilité que j'achète un des produits sur cette publicité serait élevée.	☐	☐	☐	☐	☐	☐	☐
Si je devais acheter ce type de produit, la probabilité que je considère d'acheter un des produits sur cette publicité serait élevée.	☐	☐	☐	☐	☐	☐	☐
Si je devais acheter ce type de produit, ma volonté d'acheter un des produits sur la publicité serait élevée.	☐	☐	☐	☐	☐	☐	☐

Partie H: Vos impressions

En fonction de votre recherche passée sur la cure de magnésium STRESSFREE et en gardant en mémoire la publicité présentée, veuillez répondre aux questions suivantes :

H1. Par rapport à la première fois que vous avez vu la publicité STRESSFREE, veuillez noter votre degré d'accord avec les affirmations suivantes :

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Je ne suis pas surpris(e) par les produits proposés sur la publicité au vu de mes préférences.	☐	☐	☐	☐	☐	☐	☐
Je m'attendais à retrouver ces produits en publicité au vu de mes préférences.	☐	☐	☐	☐	☐	☐	☐
Il était prévisible de retrouver ces produits en publicité au vu de mes préférences.	☐	☐	☐	☐	☐	☐	☐
Les produits affichés sur la publicité correspondent à mes préférences.	☐	☐	☐	☐	☐	☐	☐
Les produits présentés sur la publicité correspondent à mes intérêts.	☐	☐	☐	☐	☐	☐	☐
Je découvre des produits qui correspondent à mes préférences grâce à cette publicité.	☐	☐	☐	☐	☐	☐	☐

H2. **Par rapport à la première fois que vous avez vu la publicité STRESSFREE, veuillez noter votre degré d'accord avec les affirmations suivantes :**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
J'ai obtenu une vision inattendue sur mon besoin.	☐	☐	☐	☐	☐	☐	☐
J'ai fait des liens auxquels je n'avais pas pensé avant.	☐	☐	☐	☐	☐	☐	☐
J'ai eu des révélations inattendues par rapport à d'anciennes idées que j'avais.	☐	☐	☐	☐	☐	☐	☐
J'ai trouvé des choses qui m'ont surpris(e).	☐	☐	☐	☐	☐	☐	☐
J'ai été capable de voir l'ordinaire d'une manière nouvelle.	☐	☐	☐	☐	☐	☐	☐

Partie I: Profil

I1. **Veuillez indiquer votre degré d'accord avec les propositions suivantes :**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Je suis le genre de personne qui essaierait un tout nouveau produit au moins une fois.	☐	☐	☐	☐	☐	☐	☐
Quand j'entends parler d'un nouveau produit, je profite de la première occasion qui m'est donné d'en savoir plus.	☐	☐	☐	☐	☐	☐	☐
Quand je vois une nouvelle marque quelque peu différente, je l'essaie.	☐	☐	☐	☐	☐	☐	☐

I2. **Veuillez indiquer sur les échelles où vous vous positionnez par rapport à la publicité sur Internet :**

Considérez-vous que la publicité sur Internet est une bonne ou une mauvaise chose ?| Très mauvaise| Très bonne		
Globalement, aimez-vous ou n'aimez-vous pas la publicité sur Internet ?| Je n'aime pas du tout| J'aime beaucoup		
Je considère que la publicité sur le Web est :| Très essentielle| Pas essentielle du tout		
Pour moi, la publicité sur le Web est :| Très essentielle| Pas essentielle du tout		

I3. **Dans quelle mesure êtes-vous d'accord avec les propositions suivantes ?**

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Vous attachez une grande importance aux produits bien-être.	☐	☐	☐	☐	☐	☐	☐
On peut dire que les produits bien-être vous intéressent beaucoup.	☐	☐	☐	☐	☐	☐	☐
Les produits bien-être sont un sujet qui vous laisse indifférent(e).	☐	☐	☐	☐	☐	☐	☐

I4. Veuillez indiquer votre degré d'accord avec les propositions suivantes :

	Pas du tout d'accord	Pas d'accord	Plutôt en désaccord	Neutre	Plutôt d'accord	D'accord	Tout à fait d'accord
Je n'ai eu aucune difficulté à m'imaginer dans ce scénario.	☐	☐	☐	☐	☐	☐	☐

Partie J: Données Sociodémographiques

J1. Veuillez entrer votre âge :

J2. Veuillez indiquer votre genre :

Féminin ☐

Masculin ☐

Un grand merci pour votre participation.

N'hésitez pas à partager ce questionnaire autour de vous !

Annexe 2: Analyse des résultats

2.1. Analyse en composantes principales

2.1.1. PAD

2.1.1.1. Corrélations au sein des dimensions

Pearson Correlation Coefficients, N = 209
Prob > |r| under H0: Rho=0

	Heureux	Sastisfait	Content	Ravi	Stimulé	Excité	Survolté	Eveillé	Libre	Autonome	En contrôle	Influent
Heureux	1.00000	0.75942 <.0001	0.74372 <.0001	0.61300 <.0001	0.16210 0.0190	0.08697 0.2105	-0.13277 0.0553	0.41555 <.0001	0.65635 <.0001	0.52703 <.0001	0.42814 <.0001	0.35363 <.0001
Sastisfait	0.75942 <.0001	1.00000	0.73625 <.0001	0.58801 <.0001	0.17908 0.0095	0.10318 0.1371	-0.10850 0.1179	0.34932 <.0001	0.67965 <.0001	0.50322 <.0001	0.50721 <.0001	0.37035 <.0001
Content	0.74372 <.0001	0.73625 <.0001	1.00000	0.64715 <.0001	0.12770 0.0654	0.09744 0.1605	-0.12058 0.0820	0.32447 <.0001	0.70711 <.0001	0.53754 <.0001	0.53286 <.0001	0.40186 <.0001
Ravi	0.61300 <.0001	0.58801 <.0001	0.64715 <.0001	1.00000	0.11138 0.1084	0.04785 0.4915	-0.08056 0.2463	0.31884 <.0001	0.58903 <.0001	0.44099 <.0001	0.40435 <.0001	0.35933 <.0001
Stimulé	0.16210 0.0190	0.17908 0.0095	0.12770 0.0654	0.11138 0.1084	1.00000	0.59184 <.0001	0.52454 <.0001	0.18356 0.0078	0.20746 0.0026	0.16944 0.0142	0.25516 0.0002	0.14884 0.0315
Excité	0.08697 0.2105	0.10318 0.1371	0.09744 0.1605	0.04785 0.4915	0.59184 <.0001	1.00000	0.71011 <.0001	0.22950 0.0008	0.11959 0.0846	0.08339 0.2300	0.06398 0.3574	0.16651 0.0160
Survolté	-0.13277 0.0553	-0.10850 0.1179	-0.12058 0.0820	-0.08056 0.2463	0.52454 <.0001	0.71011 <.0001	1.00000	0.10312 0.1373	-0.09813 0.1575	0.02403 0.7298	0.05941 0.3928	0.15296 0.0270
Eveillé	0.41555 <.0001	0.34932 <.0001	0.32447 <.0001	0.31884 <.0001	0.18356 0.0078	0.22950 0.0008	0.10312 0.1373	1.00000	0.37640 <.0001	0.31746 <.0001	0.24024 0.0005	0.25476 0.0002
Libre	0.65635 <.0001	0.67965 <.0001	0.70711 <.0001	0.58903 <.0001	0.20746 0.0026	0.11959 0.0846	-0.09813 0.1575	0.37640 <.0001	1.00000	0.63063 <.0001	0.65813 <.0001	0.53656 <.0001
Autonome	0.52703 <.0001	0.50322 <.0001	0.53754 <.0001	0.44099 <.0001	0.16944 0.0142	0.08339 0.2300	0.02403 0.7298	0.31746 <.0001	0.63063 <.0001	1.00000	0.64920 .0001	0.68268 <.0001
En contrôle	0.42814 <.0001	0.50721 <.0001	0.53286 <.0001	0.40435 <.0001	0.25516 0.0002	0.06398 0.3574	0.05941 0.3928	0.24024 0.0005	0.65813 <.0001	0.64920 <.0001	1.00000	0.63949 <.0001
Influent	0.35363 <.0001	0.37035 <.0001	0.40186 <.0001	0.35933 <.0001	0.14884 0.0315	0.16651 0.0160	0.15296 0.0270	0.25476 0.0002	0.53656 <.0001	0.68268 <.0001	0.63949 <.0001	1.00000

2.1.1.2. MSA

Avant purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.86218332											
Heureux	Sastisfait	Content	Ravi	Stimulé	Excité	Survolté	Eveillé	Libre	Autonome	En contrôle	Influent
0.88639813	0.91682916	0.90736410	0.94109565	0.77393459	0.61628695	0.62706532	0.93108600	0.91614856	0.90117478	0.84746346	0.83983986

Après purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.85445179											
Heureux	Sastisfait	Content	Ravi	Stimulé	Excité	Survolté	Libre	Autonome	En contrôle	Influent	
0.88479368	0.91099857	0.90767233	0.93796981	0.76770771	0.60267073	0.62100035	0.91289391	0.89657059	0.84301819	0.83422362	

2.1.1.3. Facteurs composant l'échelle et variance cumulative associée

Avant purification

Eigenvalues of the Correlation Matrix: Total = 12 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	5.29592466	3.05225346	0.4413	0.4413
2	2.24367121	1.11552376	0.1870	0.6283
3	1.12814745	0.36300064	0.0940	0.7223
4	0.76514681	0.22875545	0.0638	0.7861
5	0.53639135	0.09302432	0.0447	0.8308
6	0.44336703	0.08172684	0.0369	0.8677
7	0.36164019	0.05082858	0.0301	0.8979
8	0.31081161	0.03177522	0.0259	0.9238
9	0.27903639	0.03912178	0.0233	0.9470
10	0.23991461	0.02874182	0.0200	0.9670
11	0.21117280	0.02639691	0.0176	0.9846
12	0.18477589		0.0154	1.0000

Après purification

Eigenvalues of the Correlation Matrix: Total = 11 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	5.08264743	2.85657498	0.4621	0.4621
2	2.22607245	1.13106445	0.2024	0.6644
3	1.09500800	0.54762901	0.0995	0.7640
4	0.54737899	0.09876225	0.0498	0.8137
5	0.44861674	0.08255734	0.0408	0.8545
6	0.36605941	0.05336205	0.0333	0.8878
7	0.31269736	0.03365496	0.0284	0.9162
8	0.27904240	0.03739024	0.0254	0.9416
9	0.24165216	0.02618000	0.0220	0.9636
10	0.21547217	0.03011928	0.0196	0.9831
11	0.18535289		0.0169	1.0000

2.1.1.4. Facteurs composant l'échelle après rotation

Rotated Factor Pattern			
	Factor1	Factor2	Factor3
Heureux	0.86790	0.21467	-0.00341
Sastisfait	0.82756	0.27263	0.00987
Content	0.81474	0.32842	-0.02697
Ravi	0.74477	0.23519	-0.02375
Stimulé	0.16376	0.10606	0.78385
Excité	0.10849	0.00161	0.89736
Survolté	-0.19622	0.08962	0.87288
Eveillé	0.54107	0.06173	0.26846
Libre	0.68261	0.54209	0.02217
Autonome	0.37997	0.78340	0.04019
En contrôle	0.32390	0.80651	0.07181
Influent	0.16503	0.86892	0.12955

2.1.1.5. Communalités par variable

Final Communality Estimates: Total = 8.667743											
Heureux	Sastisfait	Content	Ravi	Stimulé	Excité	Survolté	Eveillé	Libre	Autonome	En contrôle	Influent
0.79934127	0.75927368	0.77239238	0.61056210	0.65248644	0.81701798	0.80845276	0.36863597	0.76030626	0.75970779	0.76051890	0.79904778

2.1.1.6. Alpha de Cronbach dimension par dimension

Plaisir

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.893320
Standardized	0.895281

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
Heureux	0.801978	0.851023	0.803112	0.851849
Sastisfait	0.783602	0.855277	0.787120	0.857853
Content	0.807400	0.846157	0.808564	0.849790
Ravi	0.675951	0.897174	0.675807	0.898298

Stimulation

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.715508
Standardized	0.719272

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
Stimulé	0.574141	0.610734	0.576446	0.615124
Excité	0.709816	0.521446	0.712304	0.526490
Survolté	0.592307	0.597189	0.597687	0.601759
Eveillé	0.199488	0.823909	0.200121	0.823612

Dominance

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.873409
Standardized	0.873301

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
Libre	0.693879	0.851509	0.692741	0.851843
Autonome	0.759659	0.825366	0.759981	0.825171
En contrôle	0.751395	0.828869	0.752139	0.828332
Influent	0.710997	0.844859	0.708847	0.845542

2.1.2. Enjouement (PLAY)

2.1.2.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0				
	PLAY[SQ001]	PLAY[SQ002]	PLAY[SQ003]	PLAY[SQ004]
PLAY[SQ001]	1.00000	0.87701 <.0001	0.80862 <.0001	0.61974 <.0001
PLAY[SQ002]	0.87701 <.0001	1.00000	0.79613 <.0001	0.67074 <.0001
PLAY[SQ003]	0.80862 <.0001	0.79613 <.0001	1.00000	0.69876 <.0001
PLAY[SQ004]	0.61974 <.0001	0.67074 <.0001	0.69876 <.0001	1.00000

2.1.2.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.81040540			
PLAY[SQ001]	PLAY[SQ002]	PLAY[SQ003]	PLAY[SQ004]
0.76166187	0.78234166	0.85206874	0.87333305

2.1.2.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.24274266	2.81289643	0.8107	0.8107
2	0.42984623	0.21942679	0.1075	0.9181
3	0.21041945	0.09342779	0.0526	0.9708
4	0.11699166		0.0292	1.0000

2.1.2.4. Communalités par variable

Final Communality Estimates: Total = 3.242743			
PLAY[SQ001]	PLAY[SQ002]	PLAY[SQ003]	PLAY[SQ004]
0.85247518	0.87054839	0.84606846	0.67365064

2.1.2.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.916102
Standardized	0.921238

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
PLAY[SQ001]	0.843233	0.880536	0.851432	0.886190
PLAY[SQ002]	0.863923	0.872490	0.870240	0.879672
PLAY[SQ003]	0.848459	0.878197	0.850529	0.886501
PLAY[SQ004]	0.705212	0.934810	0.704912	0.934922

2.1.3. Catégorisation (CATE)

2.1.3.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0			
	CATE[SQ001]	CATE[SQ002]	CATE[SQ003]
CATE[SQ001]	1.00000	0.77177 <.0001	0.69233 <.0001
CATE[SQ002]	0.77177 <.0001	1.00000	0.81442 <.0001
CATE[SQ003]	0.69233 <.0001	0.81442 <.0001	1.00000

2.1.3.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.72811157		
CATE[SQ001]	CATE[SQ002]	CATE[SQ003]
0.79542783	0.67030762	0.73949543

2.1.3.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 3 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.52011452	2.20836653	0.8400	0.8400
2	0.31174799	0.14361050	0.1039	0.9440
3	0.16813749		0.0560	1.0000

2.1.3.4. Communalités par variable

Final Communality Estimates: Total = 2.520115		
CATE[SQ001]	CATE[SQ002]	CATE[SQ003]
0.79934634	0.88859773	0.83217046

2.1.3.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.902587
Standardized	0.904528

Cronbach Coefficient Alpha with Deleted Variable				
Deleted Variable	Raw Variables		Standardized Variables	
	Correlation with Total	Alpha	Correlation with Total	Alpha
CATE[SQ001]	0.766924	0.896271	0.768575	0.897717
CATE[SQ002]	0.863591	0.810996	0.862174	0.818199
CATE[SQ003]	0.803440	0.868889	0.800428	0.871182

2.1.4. Personnalisation perçue (PERSO)

2.1.4.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0		
	PERS[SQ001]	PERS[SQ002]
PERS[SQ001]	1.00000	0.89137 <.0001
PERS[SQ002]	0.89137 <.0001	1.00000

2.1.4.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.50000000	
PERS[SQ001]	PERS[SQ002]
0.50000000	0.50000000

2.1.4.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 2 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	1.89137421	1.78274842	0.9457	0.9457
2	0.10862579		0.0543	1.0000

2.1.4.4. Communalités par variable

Final Communality Estimates: Total = 1.891374	
PERS[SQ001]	PERS[SQ002]
0.94568711	0.94568711

2.1.4.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.942445
Standardized	0.942568

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
PERS[SQ001]	0.891374	.	0.891374	.
PERS[SQ002]	0.891374	.	0.891374	.

2.1.5. Pertinence perçue (PERTI)

2.1.5.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0						
	PERTI[SQ001]	PERTI[SQ002]	PERTI[SQ003]	PERTI[SQ004]	PERTI[SQ005]	PERTI[SQ006]
PERTI[SQ001]	1.00000	0.59290 <.0001	0.61700 <.0001	0.44214 <.0001	0.38100 <.0001	0.30669 <.0001
PERTI[SQ002]	0.59290 <.0001	1.00000	0.77731 <.0001	0.57393 <.0001	0.52962 <.0001	0.46938 <.0001
PERTI[SQ003]	0.61700 <.0001	0.77731 <.0001	1.00000	0.54337 <.0001	0.54658 <.0001	0.43842 <.0001
PERTI[SQ004]	0.44214 <.0001	0.57393 <.0001	0.54337 <.0001	1.00000	0.74031 <.0001	0.68746 <.0001
PERTI[SQ005]	0.38100 <.0001	0.52962 <.0001	0.54658 <.0001	0.74031 <.0001	1.00000	0.71766 <.0001
PERTI[SQ006]	0.30669 <.0001	0.46938 <.0001	0.43842 <.0001	0.68746 <.0001	0.71766 <.0001	1.00000

2.1.5.2. MSA

Avant purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.83793328					
PERTI[SQ001]	PERTI[SQ002]	PERTI[SQ003]	PERTI[SQ004]	PERTI[SQ005]	PERTI[SQ006]
0.89125088	0.82181830	0.80242474	0.86152849	0.83049722	0.84311016

Après purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.79938544				
PERTI[SQ002]	PERTI[SQ003]	PERTI[SQ004]	PERTI[SQ005]	PERTI[SQ006]
0.75038134	0.74447275	0.85001631	0.81754270	0.83626935

2.1.5.3. Facteurs composant l'échelle et variance cumulative associée

Avant purification

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.80423697	2.81174644	0.6340	0.6340
2	0.99249053	0.56113353	0.1654	0.7995
3	0.43135701	0.13298757	0.0719	0.8713
4	0.29836943	0.02979157	0.0497	0.9211
5	0.26857787	0.06360968	0.0448	0.9658
6	0.20496819		0.0342	1.0000

Après purification

Eigenvalues of the Correlation Matrix: Total = 5 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.41348913	2.60437078	0.6827	0.6827
2	0.80911835	0.50788716	0.1618	0.8445
3	0.30123119	0.03185170	0.0602	0.9048
4	0.26937949	0.06259766	0.0539	0.9586
5	0.20678183		0.0414	1.0000

2.1.5.4. Communalités par variable

Final Communality Estimates: Total = 3.804237					
PERTI[SQ001]	PERTI[SQ002]	PERTI[SQ003]	PERTI[SQ004]	PERTI[SQ005]	PERTI[SQ006]
0.46873687	0.68682671	0.67817734	0.70866405	0.68372369	0.57810831

2.1.5.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.883201
Standardized	0.883203

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
PERTI[SQ001]	0.563010	0.883223	0.566667	0.883390
PERTI[SQ002]	0.734578	0.856241	0.739462	0.855460
PERTI[SQ003]	0.729954	0.857439	0.733372	0.856477
PERTI[SQ004]	0.756463	0.852429	0.752631	0.853253
PERTI[SQ005]	0.736425	0.855930	0.731144	0.856849
PERTI[SQ006]	0.649020	0.870903	0.645134	0.870943

2.1.6. Sérendipité perçue (SERD)

2.1.6.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0					
	SERD[SQ001]	SERD[SQ002]	SERD[SQ003]	SERD[SQ004]	SERD[SQ005]
SERD[SQ001]	1.00000	0.72273 <.0001	0.68666 <.0001	0.56102 <.0001	0.53892 <.0001
SERD[SQ002]	0.72273 <.0001	1.00000	0.76580 <.0001	0.62504 <.0001	0.61396 <.0001
SERD[SQ003]	0.68666 <.0001	0.76580 <.0001	1.00000	0.70185 <.0001	0.65980 <.0001
SERD[SQ004]	0.56102 <.0001	0.62504 <.0001	0.70185 <.0001	1.00000	0.67651 <.0001
SERD[SQ005]	0.53892 <.0001	0.61396 <.0001	0.65980 <.0001	0.67651 <.0001	1.00000

2.1.6.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.86926658				
SERD[SQ001]	SERD[SQ002]	SERD[SQ003]	SERD[SQ004]	SERD[SQ005]
0.88301753	0.85001998	0.85695929	0.87401158	0.89044784

2.1.6.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 5 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.62585131	3.08391866	0.7252	0.7252
2	0.54193265	0.21472773	0.1084	0.8336
3	0.32720492	0.04087531	0.0654	0.8990
4	0.28632961	0.06764809	0.0573	0.9563
5	0.21868152		0.0437	1.0000

2.1.6.4. Communalités par variable

Final Communality Estimates: Total = 3.625851				
SERD[SQ001]	SERD[SQ002]	SERD[SQ003]	SERD[SQ004]	SERD[SQ005]
0.67803178	0.77259180	0.81031956	0.69891286	0.66599530

2.1.6.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.904667
Standardized	0.904783

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
SERD[SQ001]	0.722329	0.891701	0.721801	0.892048
SERD[SQ002]	0.798650	0.875305	0.799125	0.875518
SERD[SQ003]	0.831277	0.868584	0.830688	0.868610
SERD[SQ004]	0.739963	0.888356	0.741037	0.887988
SERD[SQ005]	0.715583	0.892980	0.714818	0.893514

2.1.7. Attrait pour la nouveauté (NOV)

2.1.7.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0			
	NOV[SQ001]	NOV[SQ002]	NOV[SQ003]
NOV[SQ001]	1.00000	0.50680 <.0001	0.67121 <.0001
NOV[SQ002]	0.50680 <.0001	1.00000	0.62412 <.0001
NOV[SQ003]	0.67121 <.0001	0.62412 <.0001	1.00000

2.1.7.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.68770586		
NOV[SQ001]	NOV[SQ002]	NOV[SQ003]
0.70173183	0.74566114	0.63875495

2.1.7.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 3 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.20398624	1.70740033	0.7347	0.7347
2	0.49658591	0.19715806	0.1655	0.9002
3	0.29942785		0.0998	1.0000

2.1.7.4. Communalités par variable :

Final Communality Estimates: Total = 2.203986		
NOV[SQ001]	NOV[SQ002]	NOV[SQ003]
0.71846920	0.67712493	0.80839211

2.1.7.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.818754
Standardized	0.818623

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
NOV[SQ001]	0.657214	0.766994	0.653624	0.768564
NOV[SQ002]	0.618052	0.803198	0.618590	0.803265
NOV[SQ003]	0.747207	0.670542	0.746171	0.672688

2.1.8. Attitude générale envers la publicité en ligne (AOAD)

2.1.8.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0				
	AOAD[SQ001]	AOAD[SQ002]	AOAD[SQ003]R	AOAD[SQ004]R
AOAD[SQ001]	1.00000	0.66057 <.0001	0.60440 <.0001	0.61883 <.0001
AOAD[SQ002]	0.66057 <.0001	1.00000	0.51997 <.0001	0.60535 <.0001
AOAD[SQ003]R	0.60440 <.0001	0.51997 <.0001	1.00000	0.89565 <.0001
AOAD[SQ004]R	0.61883 <.0001	0.60535 <.0001	0.89565 <.0001	1.00000

2.1.8.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.71125096			
AOAD[SQ001]	AOAD[SQ002]	AOAD[SQ003]R	AOAD[SQ004]R
0.81878756	0.76085133	0.65794344	0.66454709

2.1.8.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.95913723	2.35366228	0.7398	0.7398
2	0.60547496	0.26664683	0.1514	0.8912
3	0.33882813	0.24226845	0.0847	0.9759
4	0.09655968		0.0241	1.0000

2.1.8.4. Communalités par variable

Final Communality Estimates: Total = 2.959137			
AOAD[SQ001]	AOAD[SQ002]	AOAD[SQ003]R	AOAD[SQ004]R
0.69334602	0.63895836	0.78806155	0.83877130

2.1.8.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.880112
Standardized	0.881721

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
AOAD[SQ001]	0.711838	0.858230	0.709887	0.860971
AOAD[SQ002]	0.660213	0.880176	0.663821	0.878261
AOAD[SQ003]R	0.777766	0.831944	0.776385	0.835254
AOAD[SQ004]R	0.826443	0.811025	0.827033	0.815055

2.1.9. Implication envers la catégorie-produit (IMPLI)

2.1.9.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0			
	IMPLI[SQ001]	IMPLI[SQ002]	IMPLI[SQ003]R
IMPLI[SQ001]	1.00000	0.92675 <.0001	0.46749 <.0001
IMPLI[SQ002]	0.92675 <.0001	1.00000	0.45462 <.0001
IMPLI[SQ003]R	0.46749 <.0001	0.45462 <.0001	1.00000

2.1.9.2. MSA

Avant purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.60283130		
IMPLI[SQ001]	IMPLI[SQ002]	IMPLI[SQ003]R
0.56136278	0.56303004	0.94830848

Après purification

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.50000000	
IMPLI[SQ001]	IMPLI[SQ002]
0.50000000	0.50000000

2.1.9.3. Eigenvalues et variance expliquée

Avant purification

Eigenvalues of the Correlation Matrix: Total = 3 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.26329414	1.59972157	0.7544	0.7544
2	0.66357256	0.59043927	0.2212	0.9756
3	0.07313330		0.0244	1.0000

Après purification

Eigenvalues of the Correlation Matrix: Total = 2 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	1.92674812	1.85349623	0.9634	0.9634
2	0.07325188		0.0366	1.0000

2.1.9.4. Communalités par variable

Final Communality Estimates: Total = 2.263294		
IMPLI[SQ001]	IMPLI[SQ002]	IMPLI[SQ003]R
0.89741716	0.88975575	0.47612123

2.1.9.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.827739
Standardized	0.828129

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
IMPLI[SQ001]	0.819469	0.625024	0.817420	0.625075
IMPLI[SQ002]	0.803300	0.637022	0.806322	0.637125
IMPLI[SQ003]R	0.469613	0.961638	0.469738	0.961982

2.1.10. Intentions d'achat (INT)

2.1.10.1. Corrélations

Pearson Correlation Coefficients, N = 209 Prob > |r| under H0: Rho=0			
	INT[SQ001]	INT[SQ003]	INT[SQ002]
INT[SQ001]	1.00000	0.84594 <.0001	0.87225 <.0001
INT[SQ003]	0.84594 <.0001	1.00000	0.84571 <.0001
INT[SQ002]	0.87225 <.0001	0.84571 <.0001	1.00000

2.1.10.2. MSA

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.77213777		
INT[SQ001]	INT[SQ003]	INT[SQ002]
0.75627869	0.80659839	0.75667163

2.1.10.3. Facteurs composant l'échelle et variance cumulative associée

Eigenvalues of the Correlation Matrix: Total = 3 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.70933182	2.54641336	0.9031	0.9031
2	0.16291845	0.03516872	0.0543	0.9574
3	0.12774973		0.0426	1.0000

2.1.10.4. Communalités par variable

Final Communality Estimates: Total = 2.709332		
INT[SQ001]	INT[SQ003]	INT[SQ002]
0.90942756	0.89063804	0.90926621

2.1.10.5. Alpha de Cronbach

Cronbach Coefficient Alpha	
Variables	Alpha
Raw	0.946262
Standardized	0.946346

Cronbach Coefficient Alpha with Deleted Variable				
	Raw Variables		Standardized Variables	
Deleted Variable	Correlation with Total	Alpha	Correlation with Total	Alpha
INT[SQ001]	0.894202	0.916374	0.894283	0.916408
INT[SQ003]	0.874208	0.931740	0.874209	0.931766
INT[SQ002]	0.893950	0.916423	0.894107	0.916544

2.2. Équivalence des groupes

2.2.1. Genre

The FREQ Procedure

Frequency
Expected
Deviation

Table of GROUPE by GENRE			
	GENRE		
GROUPE	0	1	Total
1	12 16.364 -4.364	24 19.636 4.3636	36
2	16 19.091 -3.091	26 22.909 3.0909	42
3	12 12.727 -0.727	16 15.273 0.7273	28
4	18 15 3	15 18 -3	33
5	16 13.636 2.3636	14 16.364 -2.364	30
6	21 18.182 2.8182	19 21.818 -2.818	40
Total	95	114	209

Statistics for Table of GROUPE by GENRE

Statistic	DF	Value	Prob
Chi-Square	5	5.7789	0.3283
Likelihood Ratio Chi-Square	5	5.8319	0.3229
Mantel-Haenszel Chi-Square	1	4.8259	0.0280
Phi Coefficient		0.1663	
Contingency Coefficient		0.1640	
Cramer's V		0.1663	

2.2.2. Âge

2.2.2.1. Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

Variable: AGE
GROUPE = 1

Basic Statistical Measures			
Location		Variability	
Mean	40.69697	Std Deviation	10.11955
Median	42.00000	Variance	102.40530
Mode	34.00000	Range	36.00000
		Interquartile Range	13.00000

Note: The mode displayed is the smallest of 9 modes with a count of 2.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.963547	Pr < W	0.3246
Kolmogorov-Smirnov	D	0.077566	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.031089	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.290351	Pr > A-Sq	>0.2500

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	3	8.33	100.00

Groupe 2

The UNIVARIATE Procedure
Variable: AGE
GROUPE = 2

Basic Statistical Measures			
Location		Variability	
Mean	35.72500	Std Deviation	13.18116
Median	34.50000	Variance	173.74295
Mode	25.00000	Range	51.00000
		Interquartile Range	15.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.893408	Pr < W	0.0012
Kolmogorov-Smirnov	D	0.145992	Pr > D	0.0306
Cramer-von Mises	W-Sq	0.227864	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.429929	Pr > A-Sq	<0.0050

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	2	4.76	100.00

Groupe 3

Distribution analysis of: AGE

The UNIVARIATE Procedure
Variable: AGE
GROUPE = 3

Basic Statistical Measures			
Location		Variability	
Mean	37.96429	Std Deviation	12.13957
Median	37.00000	Variance	147.36905
Mode	22.00000	Range	43.00000
		Interquartile Range	17.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.958681	Pr < W	0.3243
Kolmogorov-Smirnov	D	0.096456	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.037441	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.316757	Pr > A-Sq	>0.2500

Groupe 4

The UNIVARIATE Procedure
Variable: AGE
GROUPE = 4

Basic Statistical Measures			
Location		Variability	
Mean	37.56250	Std Deviation	13.16628
Median	37.50000	Variance	173.35081
Mode	22.00000	Range	40.00000
		Interquartile Range	22.50000

Note: The mode displayed is the smallest of 4 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.91702	Pr < W	0.0173
Kolmogorov-Smirnov	D	0.142494	Pr > D	0.0954
Cramer-von Mises	W-Sq	0.103255	Pr > W-Sq	0.0980
Anderson-Darling	A-Sq	0.792755	Pr > A-Sq	0.0374

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	1	3.03	100.00

Groupe 5

The UNIVARIATE Procedure
Variable: AGE
GROUPE = 5

Basic Statistical Measures			
Location		Variability	
Mean	36.13793	Std Deviation	11.69165
Median	36.00000	Variance	136.69458
Mode	26.00000	Range	48.00000
		Interquartile Range	16.00000

Note: The mode displayed is the smallest of 2 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.91028	Pr < W	0.0174
Kolmogorov-Smirnov	D	0.136111	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.091839	Pr > W-Sq	0.1407
Anderson-Darling	A-Sq	0.701249	Pr > A-Sq	0.0627

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	1	3.33	100.00

Groupe 6

The UNIVARIATE Procedure
Variable: AGE
GROUPE = 6

Basic Statistical Measures			
Location		Variability	
Mean	35.76923	Std Deviation	12.77016
Median	32.00000	Variance	163.07692
Mode	24.00000	Range	45.00000
		Interquartile Range	21.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.907605	Pr < W	0.0037
Kolmogorov-Smirnov	D	0.190074	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.23624	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.40166	Pr > A-Sq	<0.0050

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	1	2.50	100.00

2.2.2.2. Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of AGE Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	233.8	46.7566	1.03	0.4033
Error	195	8883.1	45.5542		

2.2.2.3. ANOVA

The GLM Procedure

Dependent Variable: AGE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	623.64566	124.72913	0.83	0.5322
Error	195	29430.15534	150.92387		
Corrected Total	200	30053.80100			

R-Square	Coeff Var	Root MSE	AGE Mean
0.020751	33.01212	12.28511	37.21393

Source	DF	Type III SS	Mean Square	F Value	Pr > F
GROUPE	5	623.6456596	124.7291319	0.83	0.5322

2.2.3. Réalisme (REAL)

2.2.3.1. Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

Variable: REAL

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.583333	Std Deviation	1.40153
Median	4.000000	Variance	1.96429
Mode	4.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.900806	Pr < W	0.0036
Kolmogorov-Smirnov	D	0.199739	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.250485	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.4496	Pr > A-Sq	<0.0050

Groupe 2

Variable: REAL

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.500000	Std Deviation	1.54998
Median	5.000000	Variance	2.40244
Mode	5.000000	Range	6.00000
		Interquartile Range	1.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.920062	Pr < W	0.0061
Kolmogorov-Smirnov	D	0.183029	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.223349	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.250533	Pr > A-Sq	<0.0050

Groupe 3

Variable: REAL

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	5.107143	Std Deviation	1.37003
Median	5.000000	Variance	1.87698
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.898565	Pr < W	0.0106
Kolmogorov-Smirnov	D	0.183118	Pr > D	0.0172
Cramer-von Mises	W-Sq	0.163054	Pr > W-Sq	0.0160
Anderson-Darling	A-Sq	0.961877	Pr > A-Sq	0.0141

Groupe 4

Variable: REAL

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.606061	Std Deviation	1.39058
Median	5.000000	Variance	1.93371
Mode	5.000000	Range	5.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.919764	Pr < W	0.0180
Kolmogorov-Smirnov	D	0.187281	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.1733	Pr > W-Sq	0.0110
Anderson-Darling	A-Sq	1.032715	Pr > A-Sq	0.0091

Groupe 5

Variable: REAL

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	4.333333	Std Deviation	1.44636
Median	4.500000	Variance	2.09195
Mode	4.000000	Range	6.00000
		Interquartile Range	1.00000

ote: The mode displayed is the smallest of 2 modes with a count of 5

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.919262	Pr < W	0.0257
Kolmogorov-Smirnov	D	0.208866	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.200145	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.119832	Pr > A-Sq	0.0053

Groupe 6

Variable: REAL

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.825000	Std Deviation	1.50021
Median	5.000000	Variance	2.25064
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

ote: The mode displayed is the smallest of 2 modes with a count of 1

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.919319	Pr < W	0.0073
Kolmogorov-Smirnov	D	0.196431	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.218843	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.244788	Pr > A-Sq	<0.0050

2.2.3.2. Test d'homogénéité de Levene

Levene's Test for Homogeneity of REAL Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	0.7657	0.1531	0.19	0.9648
Error	203	160.8	0.7920		

2.2.3.3. ANOVA

Dependent Variable: REAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	11.2533664	2.2506733	1.07	0.3799
Error	203	428.2490260	2.1096011		
Corrected Total	208	439.5023923			

R-Square	Coeff Var	Root MSE	REAL Mean
0.025605	31.23059	1.452447	4.650718

Source	DF	Type III SS	Mean Square	F Value	Pr > F
GROUPE	5	11.25336637	2.25067327	1.07	0.3799

2.2.4. Attrait pour la nouveauté (NOV)

2.2.4.1. Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

Variable: NOV

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.555556	Std Deviation	1.36393
Median	4.666667	Variance	1.86032
Mode	4.666667	Range	6.00000
		Interquartile Range	1.33333

Note: The mode displayed is the smallest of 2 modes with a count of 6.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.937191	Pr < W	0.0416
Kolmogorov-Smirnov	D	0.143575	Pr > D	0.0596
Cramer-von Mises	W-Sq	0.101607	Pr > W-Sq	0.1038
Anderson-Darling	A-Sq	0.690547	Pr > A-Sq	0.0690

Groupe 2

Variable: NOV

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.000000	Std Deviation	1.34749
Median	4.000000	Variance	1.81572
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967389	Pr < W	0.2692
Kolmogorov-Smirnov	D	0.151946	Pr > D	0.0160
Cramer-von Mises	W-Sq	0.113449	Pr > W-Sq	0.0755
Anderson-Darling	A-Sq	0.645955	Pr > A-Sq	0.0887

Groupe 3

Variable: NOV

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	4.202381	Std Deviation	1.30001
Median	4.000000	Variance	1.69004
Mode	3.000000	Range	4.33333
		Interquartile Range	2.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.931542	Pr < W	0.0674
Kolmogorov-Smirnov	D	0.155708	Pr > D	0.0813
Cramer-von Mises	W-Sq	0.089401	Pr > W-Sq	0.1500
Anderson-Darling	A-Sq	0.642895	Pr > A-Sq	0.0872

Groupe 4

Variable: NOV

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	3.848485	Std Deviation	1.36954
Median	3.666667	Variance	1.87563
Mode	3.000000	Range	4.66667
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.950051	Pr < W	0.1335
Kolmogorov-Smirnov	D	0.103286	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.078743	Pr > W-Sq	0.2151
Anderson-Darling	A-Sq	0.517979	Pr > A-Sq	0.1832

Groupe 5

Variable: NOV

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	4.277778	Std Deviation	1.73776
Median	4.500000	Variance	3.01980
Mode	3.333333	Range	6.00000
		Interquartile Range	2.66667

Note: The mode displayed is the smallest of 3 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.963305	Pr < W	0.3752
Kolmogorov-Smirnov	D	0.106602	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.035686	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.273448	Pr > A-Sq	>0.2500

Groupe 6

Variable: NOV

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.075000	Std Deviation	1.39492
Median	4.333333	Variance	1.94580
Mode	4.666667	Range	6.00000
		Interquartile Range	1.83333

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.971946	Pr < W	0.4139
Kolmogorov-Smirnov	D	0.123462	Pr > D	0.1259
Cramer-von Mises	W-Sq	0.08576	Pr > W-Sq	0.1745
Anderson-Darling	A-Sq	0.488904	Pr > A-Sq	0.2184

2.2.4.2. Test d'homogénéité de Levene

Levene's Test for Homogeneity of NOV Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	3.2488	0.6498	1.02	0.4094
Error	203	129.9	0.6397		

2.2.4.3. ANOVA

Dependent Variable: NOV

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	10.6558055	2.1311611	1.06	0.3846
Error	203	408.6668951	2.0131374		
Corrected Total	208	419.3227007			

R-Square	Coeff Var	Root MSE	NOV Mean
0.025412	34.16357	1.418851	4.153110

Source	DF	Type III SS	Mean Square	F Value	Pr > F
GROUPE	5	10.65580555	2.13116111	1.06	0.3846

2.2.5. Attitude générale envers la publicité en ligne (AOAD)

2.2.5.1. Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

Variable: AOAD

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.270833	Std Deviation	1.39434
Median	4.250000	Variance	1.94420
Mode	5.000000	Range	6.00000
		Interquartile Range	1.62500

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.973093	Pr < W	0.5159
Kolmogorov-Smirnov	D	0.089294	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.047595	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.340915	Pr > A-Sq	>0.2500

Groupe 2

Variable: AOAD

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.291667	Std Deviation	1.28300
Median	4.500000	Variance	1.64609
Mode	5.000000	Range	6.00000
		Interquartile Range	1.25000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.959456	Pr < W	0.1412
Kolmogorov-Smirnov	D	0.122158	Pr > D	0.1142
Cramer-von Mises	W-Sq	0.082866	Pr > W-Sq	0.1920
Anderson-Darling	A-Sq	0.55066	Pr > A-Sq	0.1499

Groupe 3

Variable: AOAD

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	4.303571	Std Deviation	1.28984
Median	4.750000	Variance	1.66369
Mode	4.000000	Range	5.00000
		Interquartile Range	1.87500

Note: The mode displayed is the smallest of 2 modes with a count of 5.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.945276	Pr < W	0.1505
Kolmogorov-Smirnov	D	0.171085	Pr > D	0.0350
Cramer-von Mises	W-Sq	0.116737	Pr > W-Sq	0.0663
Anderson-Darling	A-Sq	0.623317	Pr > A-Sq	0.0955

Groupe 4

Variable: AOAD

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.439394	Std Deviation	1.48302
Median	4.500000	Variance	2.19934
Mode	4.000000	Range	6.00000
		Interquartile Range	1.75000

Note: The mode displayed is the smallest of 2 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.964358	Pr < W	0.3416
Kolmogorov-Smirnov	D	0.11171	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.058403	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.401208	Pr > A-Sq	>0.2500

Groupe 5

Variable: AOAD

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.975000	Std Deviation	1.42839
Median	4.000000	Variance	2.04030
Mode	4.000000	Range	5.25000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.947357	Pr < W	0.1436
Kolmogorov-Smirnov	D	0.140315	Pr > D	0.1342
Cramer-von Mises	W-Sq	0.07686	Pr > W-Sq	0.2256
Anderson-Darling	A-Sq	0.520258	Pr > A-Sq	0.1790

Groupe 6

Variable: AOAD

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.112500	Std Deviation	1.36456
Median	4.125000	Variance	1.86202
Mode	5.000000	Range	5.75000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.968171	Pr < W	0.3145
Kolmogorov-Smirnov	D	0.117147	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.078269	Pr > W-Sq	0.2191
Anderson-Darling	A-Sq	0.485268	Pr > A-Sq	0.2225

2.2.5.2. Test d'homogénéité de Levene

Levene's Test for Homogeneity of AOAD Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	0.4402	0.0880	0.12	0.9869
Error	203	144.1	0.7099		

2.2.5.3. ANOVA

Dependent Variable: AOAD

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	4.3189985	0.8637997	0.46	0.8069
Error	203	382.6223891	1.8848394		
Corrected Total	208	386.9413876			

R-Square	Coeff Var	Root MSE	AOAD Mean
0.011162	32.43119	1.372895	4.233254

Source	DF	Type III SS	Mean Square	F Value	Pr > F
GROUPE	5	4.31899849	0.86379970	0.46	0.8069

2.2.6. Implication (IMPLI)

2.2.6.1. Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

Variable: IMPLI

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.625000	Std Deviation	1.40089
Median	5.000000	Variance	1.96250
Mode	5.000000	Range	5.00000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.954037	Pr < W	0.1401
Kolmogorov-Smirnov	D	0.133307	Pr > D	0.1018
Cramer-von Mises	W-Sq	0.088721	Pr > W-Sq	0.1562
Anderson-Darling	A-Sq	0.532318	Pr > A-Sq	0.1683

Groupe 2

Variable: IMPLI

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.357143	Std Deviation	1.54717
Median	4.750000	Variance	2.39373
Mode	6.000000	Range	5.50000
		Interquartile Range	3.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.922512	Pr < W	0.0073
Kolmogorov-Smirnov	D	0.161114	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.147209	Pr > W-Sq	0.0245
Anderson-Darling	A-Sq	1.001688	Pr > A-Sq	0.0113

Groupe 3

Variable: IMPLI

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	5.000000	Std Deviation	1.62161
Median	5.000000	Variance	2.62963
Mode	5.000000	Range	6.00000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.879718	Pr < W	0.0040
Kolmogorov-Smirnov	D	0.178571	Pr > D	0.0218
Cramer-von Mises	W-Sq	0.14968	Pr > W-Sq	0.0228
Anderson-Darling	A-Sq	1.042418	Pr > A-Sq	0.0085

Groupe 4

Variable: IMPLI

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.621212	Std Deviation	1.77672
Median	5.000000	Variance	3.15672
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Note: The mode displayed is the smallest of 2 modes with a count of 5.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.926151	Pr < W	0.0272
Kolmogorov-Smirnov	D	0.16017	Pr > D	0.0303
Cramer-von Mises	W-Sq	0.129717	Pr > W-Sq	0.0435
Anderson-Darling	A-Sq	0.785502	Pr > A-Sq	0.0391

Groupe 5

Variable: IMPLI

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	4.533333	Std Deviation	1.86128
Median	5.000000	Variance	3.46437
Mode	5.000000	Range	6.00000
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.910874	Pr < W	0.0157
Kolmogorov-Smirnov	D	0.165653	Pr > D	0.0348
Cramer-von Mises	W-Sq	0.134064	Pr > W-Sq	0.0383
Anderson-Darling	A-Sq	0.862422	Pr > A-Sq	0.0238

Groupe 6

Variable: IMPLI

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.537500	Std Deviation	1.68473
Median	5.000000	Variance	2.83830
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.942385	Pr < W	0.0416
Kolmogorov-Smirnov	D	0.18316	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.135323	Pr > W-Sq	0.0375
Anderson-Darling	A-Sq	0.772981	Pr > A-Sq	0.0424

2.2.6.2. Test d'homogénéité de Levene

Levene's Test for Homogeneity of IMPLI Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	3.5461	0.7092	0.76	0.5803
Error	203	189.7	0.9344		

2.2.6.3. ANOVA

Dependent Variable: IMPLI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	7.2668019	1.4533604	0.54	0.7485
Error	203	550.0059253	2.7093888		
Corrected Total	208	557.2727273			

R-Square	Coeff Var	Root MSE	IMPLI Mean
0.013040	35.85395	1.646022	4.590909

Source	DF	Type III SS	Mean Square	F Value	Pr > F
GROUPE	5	7.26680195	1.45336039	0.54	0.7485

2.3. Résultats des analyses

2.3.1. Tests des hypothèses causales

<u>Légendes</u>

- Contenu attendu → INAT=0
- Contenu inattendu → INAT=1
- F=2 → FREQ = 1
- F=3 → FREQ = 2
- F=4 → FREQ = 3

2.3.1.1. CATE (H1a et H1b)

Tests préliminaires

Tests de normalité Shapiro-Wilks

Groupe 1

Variable: CATE

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.509259	Std Deviation	1.47247
Median	4.666667	Variance	2.16817
Mode	4.333333	Range	5.00000
		Interquartile Range	2.16667

Note: The mode displayed is the smallest of 3 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.95754	Pr < W	0.1803
Kolmogorov-Smirnov	D	0.091338	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.042064	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.359517	Pr > A-Sq	>0.2500

Groupe 2

Variable: CATE

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.150794	Std Deviation	1.58790
Median	4.333333	Variance	2.52142
Mode	4.000000	Range	5.66667
		Interquartile Range	2.33333

Note: The mode displayed is the smallest of 2 modes with a count of 6.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.949507	Pr < W	0.0620
Kolmogorov-Smirnov	D	0.132177	Pr > D	0.0647
Cramer-von Mises	W-Sq	0.103273	Pr > W-Sq	0.0989
Anderson-Darling	A-Sq	0.651838	Pr > A-Sq	0.0862

Groupe 3

Variable: CATE

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	4.880952	Std Deviation	1.44078
Median	5.000000	Variance	2.07584
Mode	5.666667	Range	6.00000
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.94082	Pr < W	0.1160
Kolmogorov-Smirnov	D	0.140069	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.090261	Pr > W-Sq	0.1466
Anderson-Darling	A-Sq	0.547616	Pr > A-Sq	0.1480

Groupe 4

Variable: CATE

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.535354	Std Deviation	1.35385
Median	4.666667	Variance	1.83291
Mode	5.000000	Range	5.66667
		Interquartile Range	1.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.930579	Pr < W	0.0364
Kolmogorov-Smirnov	D	0.174997	Pr > D	0.0110
Cramer-von Mises	W-Sq	0.195695	Pr > W-Sq	0.0055
Anderson-Darling	A-Sq	1.024318	Pr > A-Sq	0.0094

Groupe 5

Variable: CATE

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	5.011111	Std Deviation	1.51489
Median	5.000000	Variance	2.29489
Mode	7.000000	Range	5.00000
		Interquartile Range	2.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.933119	Pr < W	0.0595
Kolmogorov-Smirnov	D	0.129438	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.061043	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.530899	Pr > A-Sq	0.1670

Groupe 6

Variable: CATE

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.975000	Std Deviation	1.13325
Median	5.000000	Variance	1.28426
Mode	5.000000	Range	6.00000
		Interquartile Range	1.16667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.917073	Pr < W	0.0062
Kolmogorov-Smirnov	D	0.1838	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.1859	Pr > W-Sq	0.0078
Anderson-Darling	A-Sq	1.013981	Pr > A-Sq	0.0101

Test d'homogénéité de Levene

Levene's Test for Homogeneity of CATE Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	7.7271	1.5454	2.06	0.0715
Error	203	152.1	0.7492		

ANOVA

Dependent Variable: CATE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	21.2429367	4.2485873	2.10	0.0668
Error	203	410.6028900	2.0226743		
Corrected Total	208	431.8458267			

R-Square	Coeff Var	Root MSE	CATE Mean
0.049191	30.56991	1.422208	4.652313

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	3.11393798	3.11393798	1.54	0.2161
FREQ	2	16.18929013	8.09464506	4.00	0.0197
INAT*FREQ	2	1.15049018	0.57524509	0.28	0.7528

Post hoc ANOVA

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	CATE LSMEAN	H0:LSMean1=LSMean2 Pr > |t|
0	4.80044092	0.2161
1	4.55371573	

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	CATE LSMEAN	LSMEAN Number
1	4.33002646	1
2	4.70815296	2
3	4.99305556	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: CATE

i/j	1	2	3
1		0.3677	0.0162
2	0.3677		0.7717
3	0.0162	0.7717	

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	CATE LSMEAN	LSMEAN Number
0	1	4.50925926	1
0	2	4.88095238	2
0	3	5.01111111	3
1	1	4.15079365	4
1	2	4.53535354	5
1	3	4.97500000	6

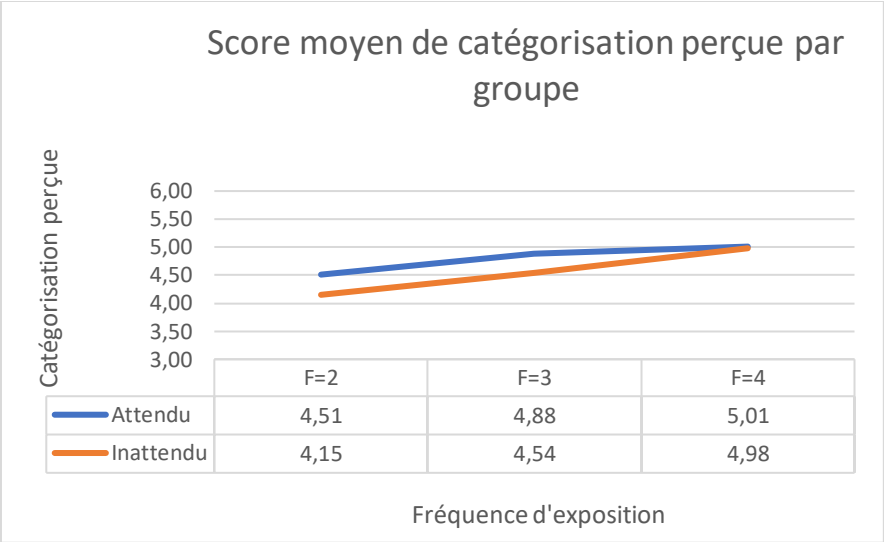
Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: CATE

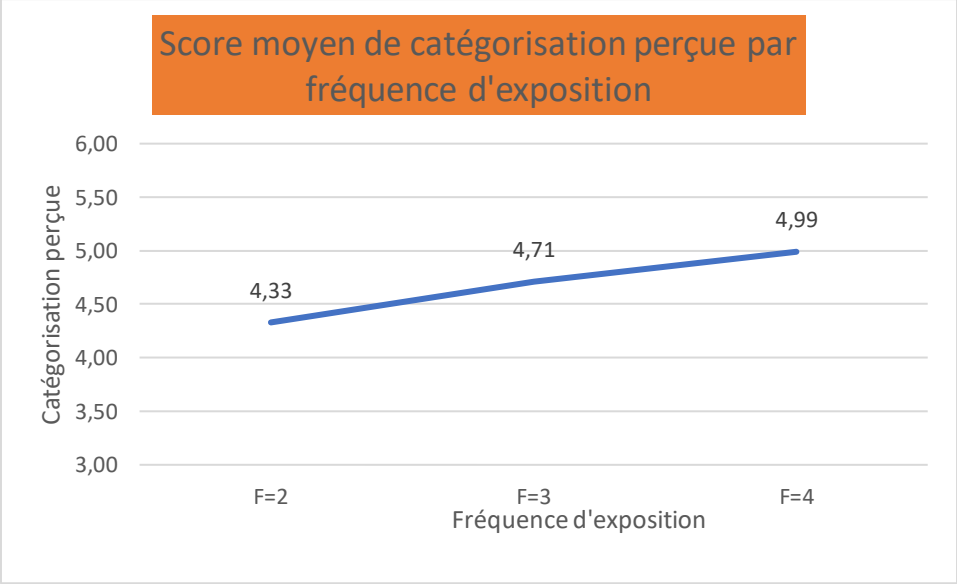
i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	0.5487	1.0000	1.0000
3	1.0000	1.0000		0.1822	1.0000	1.0000
4	1.0000	0.5487	0.1822		1.0000	0.1406
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	0.1406	1.0000	

Graphiques

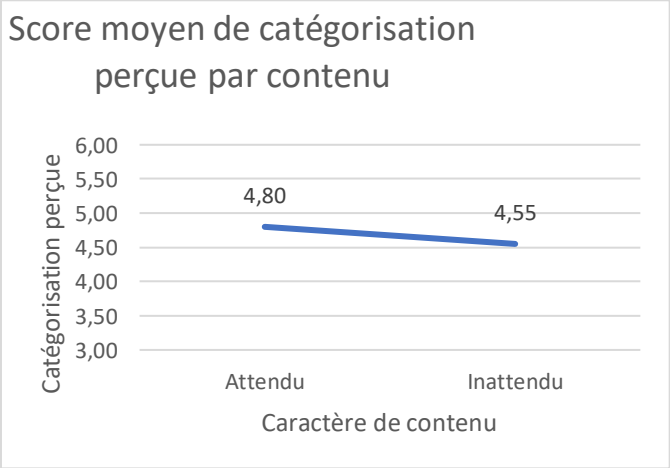
Graphique représentant les moyennes de catégorisation perçue sur les 6 groupes



Graphique représentant les moyennes de catégorisation perçue par fréquence



Graphique représentant les moyennes de catégorisation perçue par caractère de contenu



ANCOVA

Linear Models

The GLM Procedure

Dependent Variable: CATE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	35.4262613	4.4282827	2.23	0.0265
Error	200	396.4195654	1.9820978		
Corrected Total	208	431.8458267			

R-Square	Coeff Var	Root MSE	CATE Mean
0.082035	30.26172	1.407870	4.652313

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	1.90184404	1.90184404	0.96	0.3285
FREQ	2	13.82397933	6.91198967	3.49	0.0325
INAT*FREQ	2	0.95905703	0.47952851	0.24	0.7853
NOV	1	0.11044767	0.11044767	0.06	0.8136
AOAD	1	11.56635015	11.56635015	5.84	0.0166
IMPLI	1	5.81210472	5.81210472	2.93	0.0884

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	CATE LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	4.77197549	0.3285
1	4.57648641	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	CATE LSMEAN	LSMEAN Number
1	4.34873376	1
2	4.71200358	2
3	4.96195551	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: CATE

i/j	1	2	3
1		0.4140	0.0286
2	0.4140		0.9605
3	0.0286	0.9605	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	CATE LSMEAN	LSMEAN Number
0	1	4.50503259	1
0	2	4.84603091	2
0	3	4.96486296	3
1	1	4.19243494	4
1	2	4.57797626	5
1	3	4.95904805	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: CATE

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	0.9047	1.0000	1.0000
3	1.0000	1.0000		0.3559	1.0000	1.0000
4	1.0000	0.9047	0.3559		1.0000	0.2221
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	0.2221	1.0000	

2.3.1.2. PAD (H2a et H2b)

Tests préliminaires

Tests de normalité de Shapiro-Wilks

Groupe 1

Variable: PAD

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.047840	Std Deviation	1.04861
Median	4.041667	Variance	1.09959
Mode	3.166667	Range	4.69444
		Interquartile Range	1.45833

Note: The mode displayed is the smallest of 2 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967498	Pr < W	0.3612
Kolmogorov-Smirnov	D	0.113297	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.0542	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.378841	Pr > A-Sq	>0.2500

Groupe 2

Variable: PAD

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.033730	Std Deviation	1.04220
Median	3.958333	Variance	1.08618
Mode	2.833333	Range	6.00000
		Interquartile Range	1.30556

Note: The mode displayed is the smallest of 4 modes with a count of 2.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.964857	Pr < W	0.2197
Kolmogorov-Smirnov	D	0.0955	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.058204	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.44678	Pr > A-Sq	>0.2500

Groupe 3

Variable: PAD

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	3.958333	Std Deviation	0.63413
Median	4.000000	Variance	0.40212
Mode	3.833333	Range	2.91667
		Interquartile Range	0.88889

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.971663	Pr < W	0.6258
Kolmogorov-Smirnov	D	0.136152	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.046373	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.297053	Pr > A-Sq	>0.2500

Groupe 4

Variable: PAD

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.256734	Std Deviation	0.90136
Median	4.222222	Variance	0.81245
Mode	3.083333	Range	3.91667
		Interquartile Range	0.97222

Note: The mode displayed is the smallest of 6 modes with a count of 2

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.877293	Pr < W	0.0014
Kolmogorov-Smirnov	D	0.127701	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.126186	Pr > W-Sq	0.0476
Anderson-Darling	A-Sq	1.010865	Pr > A-Sq	0.0100

Groupe 5

Variable: PAD

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.644444	Std Deviation	1.19373
Median	3.666667	Variance	1.42499
Mode	2.111111	Range	4.75000
		Interquartile Range	1.75000

Note: The mode displayed is the smallest of 3 modes with a count of 2.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.982256	Pr < W	0.8818
Kolmogorov-Smirnov	D	0.091003	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.028514	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.188608	Pr > A-Sq	>0.2500

Groupe 6

Variable: PAD

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	3.822917	Std Deviation	0.94638
Median	3.833333	Variance	0.89564
Mode	2.583333	Range	3.66667
		Interquartile Range	1.45833

Note: The mode displayed is the smallest of 7 modes with a count of 2.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.979344	Pr < W	0.6652
Kolmogorov-Smirnov	D	0.077535	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.03017	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.22178	Pr > A-Sq	>0.2500

Test d'homogénéité de Levene

Levene's Test for Homogeneity of PAD Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	3.6872	0.7374	1.98	0.0827
Error	203	75.5314	0.3721		

ANOVA

Dependent Variable: PAD

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	7.1454619	1.4290924	1.48	0.1981
Error	203	196.1292664	0.9661540		
Corrected Total	208	203.2747283			

R-Square	Coeff Var	Root MSE	PAD Mean
0.035152	24.78992	0.982931	3.965045

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	1.21719106	1.21719106	1.26	0.2630
FREQ	2	5.33662637	2.66831318	2.76	0.0656
INAT*FREQ	2	0.86571641	0.43285820	0.45	0.6395

Post hoc ANOVA

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	PAD LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	3.88353909	0.2630
1	4.03779361	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PAD LSMEAN	LSMEAN Number
1	4.04078483	1
2	4.10753367	2
3	3.73368056	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PAD

i/j	1	2	3
1		1.0000	0.1827
2	1.0000		0.0965
3	0.1827	0.0965	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PAD LSMEAN	LSMEAN Number
0	1	4.04783951	1
0	2	3.95833333	2
0	3	3.64444444	3
1	1	4.03373016	4
1	2	4.25673401	5
1	3	3.82291667	6

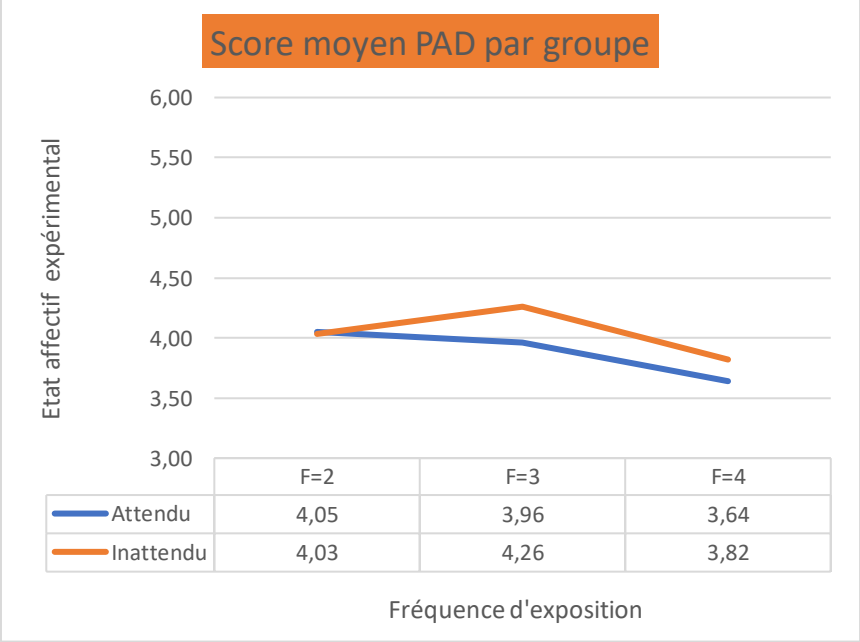
Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PAD

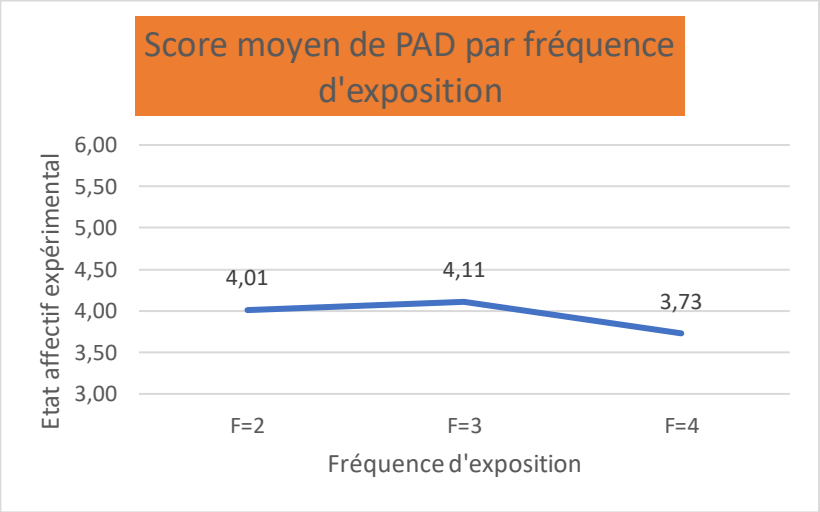
i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.2154	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.2154	1.0000		0.9298
6	1.0000	1.0000	1.0000	1.0000	0.9298	

Graphiques

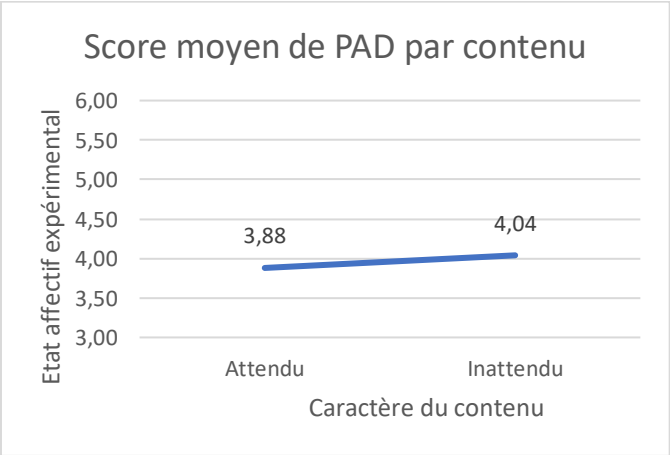
Graphique représentant les moyennes de l'état affectif expérimental sur les six groupes expérimentaux.



Graphique représentant les moyennes de l'état affectif expérimental par fréquence d'exposition



Graphique représentant les moyennes de l'état affectif expérimental par caractère de contenu



ANCOVA

Dependent Variable: PAD

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	46.6514405	5.8314301	7.45	<.0001
Error	200	156.6232878	0.7831164		
Corrected Total	208	203.2747283			

R-Square	Coeff Var	Root MSE	PAD Mean
0.229499	22.31850	0.884939	3.965045

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	1.75994433	1.75994433	2.25	0.1354
FREQ	2	3.61185552	1.80592776	2.31	0.1023
INAT*FREQ	2	0.56942898	0.28471449	0.36	0.6957
NOV	1	6.38659623	6.38659623	8.16	0.0047
AOAD	1	15.11903896	15.11903896	19.31	<.0001
IMPLI	1	0.05602813	0.05602813	0.07	0.7894

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	PAD LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	3.86566615	0.1354
1	4.05372099	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PAD LSMEAN	LSMEAN Number
1	4.01324672	1
2	4.09240252	2
3	3.77343147	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PAD

i/j	1	2	3
1		1.0000	0.3148
2	1.0000		0.1331
3	0.3148	0.1331	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PAD LSMEAN	LSMEAN Number
0	1	3.98115347	1
0	2	3.93080130	2
0	3	3.68504369	3
1	1	4.04533997	4
1	2	4.25400375	5
1	3	3.86181925	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PAD

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.1904	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.1904	1.0000		0.9376
6	1.0000	1.0000	1.0000	1.0000	0.9376	

2.3.1.3. PLAI (H2a et H2b)

Tests préliminaires

Test de normalité de Shapiro-Wilks

Groupe 1

Variable: PLAI

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.395833	Std Deviation	1.35142
Median	4.500000	Variance	1.82634
Mode	4.000000	Range	5.25000
		Interquartile Range	1.75000

Note: The mode displayed is the smallest of 2 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.978921	Pr < W	0.7089
Kolmogorov-Smirnov	D	0.087424	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.036498	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.238286	Pr > A-Sq	>0.2500

Groupe 2

Variable: PLAI

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.208333	Std Deviation	1.38581
Median	4.250000	Variance	1.92048
Mode	4.000000	Range	6.00000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.979342	Pr < W	0.6362
Kolmogorov-Smirnov	D	0.106918	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.038037	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.257222	Pr > A-Sq	>0.2500

Groupe 3

Variable: PLAI

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	4.303571	Std Deviation	0.98919
Median	4.125000	Variance	0.97851
Mode	4.000000	Range	4.75000
		Interquartile Range	1.25000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.953669	Pr < W	0.2447
Kolmogorov-Smirnov	D	0.120536	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.069049	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.482496	Pr > A-Sq	0.2205

Groupe 4

Variable: PLAI

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.257576	Std Deviation	1.27703
Median	4.250000	Variance	1.63080
Mode	4.750000	Range	5.00000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.941908	Pr < W	0.0772
Kolmogorov-Smirnov	D	0.109034	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.083514	Pr > W-Sq	0.1866
Anderson-Darling	A-Sq	0.623244	Pr > A-Sq	0.0968

Groupe 5

Variable: PLAI

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.766667	Std Deviation	1.62806
Median	3.375000	Variance	2.65057
Mode	2.500000	Range	5.50000
		Interquartile Range	2.50000

Note: The mode displayed is the smallest of 2 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.930685	Pr < W	0.0512
Kolmogorov-Smirnov	D	0.148389	Pr > D	0.0899
Cramer-von Mises	W-Sq	0.118211	Pr > W-Sq	0.0632
Anderson-Darling	A-Sq	0.711556	Pr > A-Sq	0.0586

Groupe 6

Variable: PLAI

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	3.981250	Std Deviation	1.17450
Median	4.000000	Variance	1.37945
Mode	5.000000	Range	5.50000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.984043	Pr < W	0.8339
Kolmogorov-Smirnov	D	0.092864	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.040275	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.269192	Pr > A-Sq	>0.2500

Test d'homogénéité de Levene

Levene's Test for Homogeneity of Plaisir Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	6.8465	1.3693	2.43	0.0362
Error	203	114.3	0.5630		

ANOVA

Dependent Variable: PLAI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	8.9043130	1.7808626	1.03	0.4027
Error	203	351.9318114	1.7336542		
Corrected Total	208	360.8361244			

R-Square	Coeff Var	Root MSE	PLAI Mean
0.024677	31.69441	1.316683	4.154306

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	0.00203297	0.00203297	0.00	0.9727
FREQ	2	8.04861027	4.02430513	2.32	0.1007
INAT*FREQ	2	1.49465085	0.74732543	0.43	0.6504

Post hoc ANOVA

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	PLAI LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	4.15535714	0.9727
1	4.14905303	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PLAI LSMEAN	LSMEAN Number
1	4.30208333	1
2	4.28057359	2
3	3.87395833	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAI

i/j	1	2	3
1		1.0000	0.1536
2	1.0000		0.2441
3	0.1536	0.2441	

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PLAI LSMEAN	LSMEAN Number
0	1	4.39583333	1
0	2	4.30357143	2
0	3	3.76666667	3
1	1	4.20833333	4
1	2	4.25757576	5
1	3	3.98125000	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAI

i/j	1	2	3	4	5	6
1		1.0000	0.8195	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	0.8195	1.0000		1.0000	1.0000	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

ANCOVA

Dependent Variable: PLAI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	87.6277957	10.9534745	8.02	<.0001
Error	200	273.2083287	1.3660416		
Corrected Total	208	360.8361244			

R-Square	Coeff Var	Root MSE	PLAI Mean
0.242847	28.13413	1.168778	4.154306

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	0.01628520	0.01628520	0.01	0.9132
FREQ	2	4.62316931	2.31158465	1.69	0.1867
INAT*FREQ	2	0.86553671	0.43276835	0.32	0.7288
NOV	1	5.27967054	5.27967054	3.86	0.0507
AOAD	1	37.30826181	37.30826181	27.31	<.0001
IMPLI	1	1.01122491	1.01122491	0.74	0.3906

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	PLAI LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	4.14161636	0.9132
1	4.15970607	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PLAI LSMEAN	LSMEAN Number
1	4.27375149	1
2	4.23791178	2
3	3.94032036	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAI

i/j	1	2	3
1		1.0000	0.2639
2	1.0000		0.4635
3	0.2639	0.4635	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PLAI LSMEAN	LSMEAN Number
0	1	4.32832450	1
0	2	4.25245212	2
0	3	3.84407246	3
1	1	4.21917848	4
1	2	4.22337145	5
1	3	4.03656827	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAI

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	1.0000	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

2.3.1.4. STIM (H2a et H2b)

Tests préliminaires

Test de normalité de Shapiro-Wilks

Groupe 1

Variable: Stim

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	3.740741	Std Deviation	1.31683
Median	4.000000	Variance	1.73404
Mode	4.000000	Range	6.00000
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.958457	Pr < W	0.1926
Kolmogorov-Smirnov	D	0.144237	Pr > D	0.0570
Cramer-von Mises	W-Sq	0.111001	Pr > W-Sq	0.0806
Anderson-Darling	A-Sq	0.644139	Pr > A-Sq	0.0886

Groupe 2

Variable: Stim

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	3.976190	Std Deviation	1.30331
Median	4.000000	Variance	1.69861
Mode	3.666667	Range	6.00000
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.979582	Pr < W	0.6454
Kolmogorov-Smirnov	D	0.096614	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.05363	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.342135	Pr > A-Sq	>0.2500

Groupe 3

Variable: Stim

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	3.607143	Std Deviation	0.82678
Median	3.333333	Variance	0.68357
Mode	3.000000	Range	3.66667
		Interquartile Range	1.16667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.938133	Pr < W	0.0991
Kolmogorov-Smirnov	D	0.165458	Pr > D	0.0477
Cramer-von Mises	W-Sq	0.142783	Pr > W-Sq	0.0280
Anderson-Darling	A-Sq	0.827109	Pr > A-Sq	0.0294

Groupe 4

Variable: Stim

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.111111	Std Deviation	1.28200
Median	4.333333	Variance	1.64352
Mode	3.000000	Range	6.00000
		Interquartile Range	1.66667

Note: The mode displayed is the smallest of 3 modes with a count of 6.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.939684	Pr < W	0.0665
Kolmogorov-Smirnov	D	0.144566	Pr > D	0.0793
Cramer-von Mises	W-Sq	0.141283	Pr > W-Sq	0.0302
Anderson-Darling	A-Sq	0.845056	Pr > A-Sq	0.0264

Groupe 5

Variable: Stim

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.700000	Std Deviation	1.40429
Median	3.666667	Variance	1.97203
Mode	5.000000	Range	5.00000
		Interquartile Range	2.33333

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.956504	Pr < W	0.2515
Kolmogorov-Smirnov	D	0.156041	Pr > D	0.0616
Cramer-von Mises	W-Sq	0.062511	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.428464	Pr > A-Sq	>0.2500

Groupe 6

Variable: Stim

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	3.950000	Std Deviation	0.98868
Median	4.000000	Variance	0.97749
Mode	4.000000	Range	4.66667
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.947001	Pr < W	0.0598
Kolmogorov-Smirnov	D	0.195167	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.144913	Pr > W-Sq	0.0264
Anderson-Darling	A-Sq	0.770257	Pr > A-Sq	0.0430

Test d'homogénéité de Levene

Levene's Test for Homogeneity of Stim Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	4.7807	0.9561	1.70	0.1371
Error	203	114.5	0.5639		

ANOVA

Linear Models

The GLM Procedure

Dependent Variable: STIM

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	6.0404475	1.2080895	0.83	0.5321
Error	203	296.6942681	1.4615481		
Corrected Total	208	302.7347156			

R-Square	Coeff Var	Root MSE	STIM Mean
0.019953	31.29680	1.208945	3.862839

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	5.56416596	5.56416596	3.81	0.0524
FREQ	2	0.05222817	0.02611408	0.02	0.9823
INAT*FREQ	2	0.73518097	0.36759048	0.25	0.7779

Post hoc ANOVA

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

		H0:LSMean1=LSMean2
INAT	STIM LSMEAN	Pr > |t|
0	3.68262787	0.0524
1	4.01243386	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	STIM LSMEAN	LSMEAN Number
1	3.85846561	1
2	3.85912698	2
3	3.82500000	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: STIM

i/j	1	2	3
1		1.0000	1.0000
2	1.0000		1.0000
3	1.0000	1.0000	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	STIM LSMEAN	LSMEAN Number
0	1	3.74074074	1
0	2	3.60714286	2
0	3	3.70000000	3
1	1	3.97619048	4
1	2	4.11111111	5
1	3	3.95000000	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: STIM

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	1.0000	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

ANCOVA

Linear Models

The GLM Procedure

Dependent Variable: STIM

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	12.1803485	1.5225436	1.05	0.4014
Error	200	290.5543671	1.4527718		
Corrected Total	208	302.7347156			

R-Square	Coeff Var	Root MSE	STIM Mean
0.040234	31.20270	1.205310	3.862839

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	7.40505333	7.40505333	5.10	0.0250
FREQ	2	0.15112196	0.07556098	0.05	0.9493
INAT*FREQ	2	0.74781560	0.37390780	0.26	0.7733
NOV	1	5.12422138	5.12422138	3.53	0.0618
AOAD	1	0.99822435	0.99822435	0.69	0.4081
IMPLI	1	0.05976607	0.05976607	0.04	0.8395

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	STIM LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	3.65347158	0.0250
1	4.03921554	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	STIM LSMEAN	LSMEAN Number
1	3.84635240	1
2	3.88093058	2
3	3.81174770	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: STIM

i/j	1	2	3
1		1.0000	1.0000
2	1.0000		1.0000
3	1.0000	1.0000	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	STIM LSMEAN	LSMEAN Number
0	1	3.69066044	1
0	2	3.60000048	2
0	3	3.66975382	3
1	1	4.00204437	4
1	2	4.16186068	5
1	3	3.95374158	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: STIM

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	1.0000	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	1.0000	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

2.3.1.5. DOMI (H2a et H2b)

Tests préliminaires

Test de normalité de Shapiro Wilks

Groupe 1

Variable: Domi

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.006944	Std Deviation	1.65344
Median	4.000000	Variance	2.73388
Mode	4.000000	Range	6.00000
		Interquartile Range	2.37500

Note: The mode displayed is the smallest of 2 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.969397	Pr < W	0.4093
Kolmogorov-Smirnov	D	0.082032	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.036293	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.290042	Pr > A-Sq	>0.2500

Groupe 2

Variable: Domi

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	3.916667	Std Deviation	1.41709
Median	3.625000	Variance	2.00813
Mode	3.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967902	Pr < W	0.2803
Kolmogorov-Smirnov	D	0.11941	Pr > D	0.1348
Cramer-von Mises	W-Sq	0.108401	Pr > W-Sq	0.0871
Anderson-Darling	A-Sq	0.60431	Pr > A-Sq	0.1108

Groupe 3

Variable: Domi

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	3.964286	Std Deviation	1.31006
Median	4.000000	Variance	1.71627
Mode	3.000000	Range	6.00000
		Interquartile Range	1.87500

Note: The mode displayed is the smallest of 3 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.992997	Pr < W	0.9993
Kolmogorov-Smirnov	D	0.067052	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.017448	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.124624	Pr > A-Sq	>0.2500

Groupe 4

Variable: Domi

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.401515	Std Deviation	1.20374
Median	4.500000	Variance	1.44898
Mode	5.000000	Range	5.00000
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.975821	Pr < W	0.6550
Kolmogorov-Smirnov	D	0.088929	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.037842	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.274015	Pr > A-Sq	>0.2500

Groupe 5

Variable: Domi

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.466667	Std Deviation	1.74906
Median	3.500000	Variance	3.05920
Mode	1.000000	Range	6.00000
		Interquartile Range	2.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.944472	Pr < W	0.1201
Kolmogorov-Smirnov	D	0.099138	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.065997	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.494976	Pr > A-Sq	0.2076

Groupe 6

Variable: Domi

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	3.537500	Std Deviation	1.50166
Median	3.250000	Variance	2.25497
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.96958	Pr < W	0.3490
Kolmogorov-Smirnov	D	0.100916	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.066978	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.408973	Pr > A-Sq	>0.2500

Test d'homogénéité de Levene

Levene's Test for Homogeneity of Domi Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	5.9729	1.1946	1.74	0.1266
Error	203	139.2	0.6859		

ANOVA

The GLM Procedure

Dependent Variable: DOMI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	19.6275321	3.9255064	1.78	0.1182
Error	203	447.3862238	2.2038730		
Corrected Total	208	467.0137560			

R-Square	Coeff Var	Root MSE	DOMI Mean
0.042028	38.28129	1.484545	3.877990

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	0.99207874	0.99207874	0.45	0.5030
FREQ	2	15.86422434	7.93211217	3.60	0.0291
INAT*FREQ	2	2.42268004	1.21134002	0.55	0.5780

Post hoc ANOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	DOMI LSMEAN	H0:LSMean1=LSMean2 Pr > |t|
0	3.81263228	0.5030
1	3.95189394	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	DOMI LSMEAN	LSMEAN Number
1	3.96180556	1
2	4.18290043	2
3	3.50208333	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: DOMI

i/j	1	2	3
1		1.0000	0.1896
2	1.0000		0.0299
3	0.1896	0.0299	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	DOMI LSMEAN	LSMEAN Number
0	1	4.00694444	1
0	2	3.96428571	2
0	3	3.46666667	3
1	1	3.91666667	4
1	2	4.40151515	5
1	3	3.53750000	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: DOMI

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.2002	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.2002	1.0000		0.2122
6	1.0000	1.0000	1.0000	1.0000	0.2122	

ANCOVA

The GLM Procedure

Dependent Variable: DOMI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	102.1438054	12.7679757	7.00	<.0001
Error	200	364.8699506	1.8243498		
Corrected Total	208	467.0137560			

R-Square	Coeff Var	Root MSE	DOMI Mean
0.218717	34.82951	1.350685	3.877990

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	1.27927536	1.27927536	0.70	0.4034
FREQ	2	11.26517155	5.63258577	3.09	0.0478
INAT*FREQ	2	1.89237595	0.94618797	0.52	0.5961
NOV	1	9.12092601	9.12092601	5.00	0.0265
AOAD	1	42.98146860	42.98146860	23.56	<.0001
IMPLI	1	0.29155673	0.29155673	0.16	0.6898

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	DOMI LSMEAN	H0:LSMean1=LSMean2 Pr > |t|
0	3.80191052	0.4034
1	3.96224136	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	DOMI LSMEAN	LSMEAN Number
1	3.91963626	1
2	4.15836520	2
3	3.56822635	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: DOMI

i/j	1	2	3
1		0.9267	0.3584
2	0.9267		0.0451
3	0.3584	0.0451	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	DOMI LSMEAN	LSMEAN Number
0	1	3.92447546	1
0	2	3.93995129	2
0	3	3.54130480	3
1	1	3.91479706	4
1	2	4.37677911	5
1	3	3.59514790	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: DOMI

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.2465	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.2465	1.0000		0.2297
6	1.0000	1.0000	1.0000	1.0000	0.2297	

2.3.1.6. PLAY (H2a et H2b)

Tests préliminaires

Test de normalité de Shapiro Wilks

Groupe 1

Variable: PLAY

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	4.013889	Std Deviation	1.55258
Median	4.000000	Variance	2.41052
Mode	4.000000	Range	6.00000
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967117	Pr < W	0.3521
Kolmogorov-Smirnov	D	0.107542	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.078759	Pr > W-Sq	0.2156
Anderson-Darling	A-Sq	0.438511	Pr > A-Sq	>0.2500

Groupe 2

Variable: PLAY

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.166667	Std Deviation	1.64601
Median	4.375000	Variance	2.70935
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.965375	Pr < W	0.2291
Kolmogorov-Smirnov	D	0.09843	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.059673	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.387865	Pr > A-Sq	>0.2500

Groupe 3

Variable: PLAY

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	4.044643	Std Deviation	1.38285
Median	4.125000	Variance	1.91229
Mode	5.000000	Range	4.75000
		Interquartile Range	2.12500

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.933022	Pr < W	0.0735
Kolmogorov-Smirnov	D	0.14803	Pr > D	0.1152
Cramer-von Mises	W-Sq	0.090092	Pr > W-Sq	0.1473
Anderson-Darling	A-Sq	0.6159	Pr > A-Sq	0.0987

Groupe 4

Variable: PLAY

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.424242	Std Deviation	1.32211
Median	4.750000	Variance	1.74799
Mode	5.000000	Range	6.00000
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.969011	Pr < W	0.4534
Kolmogorov-Smirnov	D	0.128908	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.089288	Pr > W-Sq	0.1521
Anderson-Darling	A-Sq	0.471	Pr > A-Sq	0.2361

Groupe 5

Variable: PLAY

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.666667	Std Deviation	1.44188
Median	3.875000	Variance	2.07902
Mode	2.750000	Range	5.50000
		Interquartile Range	2.50000

Note: The mode displayed is the smallest of 3 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967731	Pr < W	0.4791
Kolmogorov-Smirnov	D	0.107107	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.058794	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.368459	Pr > A-Sq	>0.2500

Groupe 6

Variable: PLAY

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	3.893750	Std Deviation	1.50415
Median	4.000000	Variance	2.26246
Mode	4.000000	Range	6.00000
		Interquartile Range	2.25000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.967247	Pr < W	0.2934
Kolmogorov-Smirnov	D	0.128157	Pr > D	0.0951
Cramer-von Mises	W-Sq	0.081532	Pr > W-Sq	0.1997
Anderson-Darling	A-Sq	0.49067	Pr > A-Sq	0.2164

Test d'homogénéité de Levene

Levene's Test for Homogeneity of PLAY Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	2.6528	0.5306	0.72	0.6065
Error	203	148.9	0.7334		

ANOVA

Dependent Variable: PLAY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	10.6080107	2.1216021	0.95	0.4473
Error	203	451.5462955	2.2243660		
Corrected Total	208	462.1543062			

R-Square	Coeff Var	Root MSE	PLAY Mean
0.022953	36.91049	1.491431	4.040670

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	3.27831783	3.27831783	1.47	0.2262
FREQ	2	7.09275597	3.54637799	1.59	0.2056
INAT*FREQ	2	0.44473594	0.22236797	0.10	0.9049

Post hoc ANOVA

Linear Models

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

		H0:LSMean1=LSMean2
INAT	PLAY LSMEAN	Pr > |t|
0	3.90839947	0.2262
1	4.16155303	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PLAY LSMEAN	LSMEAN Number
1	4.09027778	1
2	4.23444264	2
3	3.78020833	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAY

i/j	1	2	3
1		1.0000	0.6337
2	1.0000		0.2569
3	0.6337	0.2569	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PLAY LSMEAN	LSMEAN Number
0	1	4.01388889	1
0	2	4.04464286	2
0	3	3.66666667	3
1	1	4.16666667	4
1	2	4.42424242	5
1	3	3.89375000	6

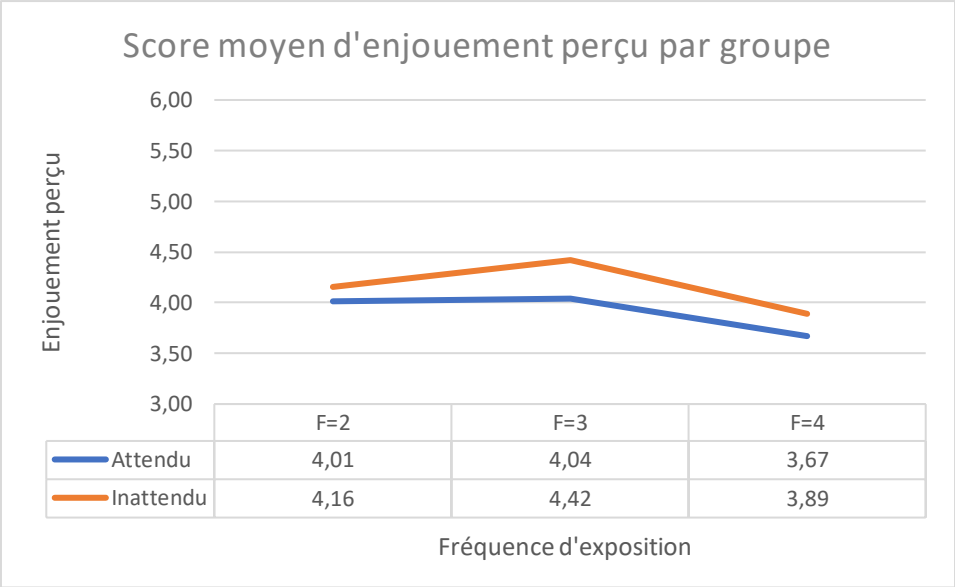
Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAY

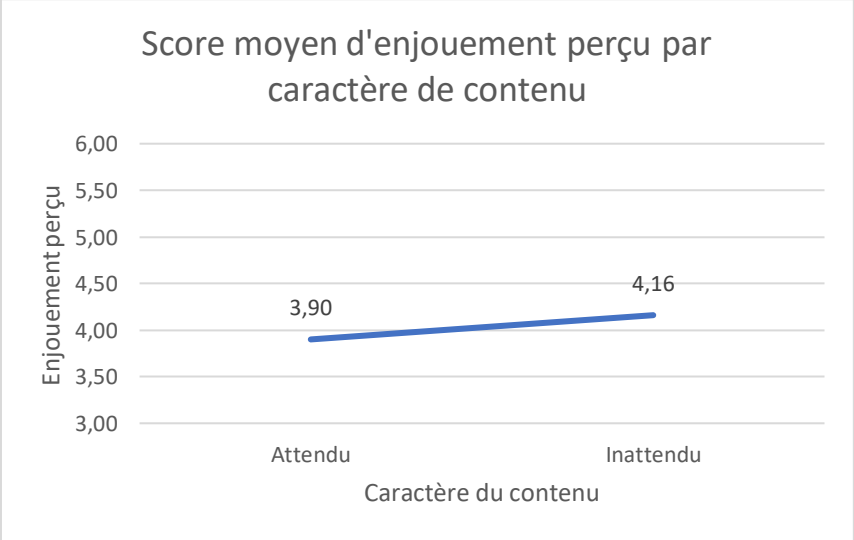
i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.6806	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.6806	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

Graphiques

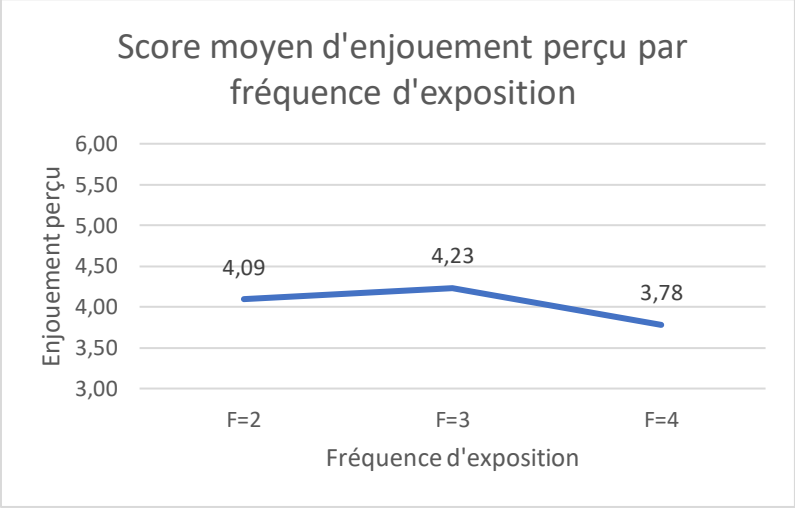
Graphique représentant les moyennes de l'enjouement perçu sur les 6 groupes expérimentaux



Graphique représentant les moyennes de l'enjouement perçu par caractère de contenu



Graphique représentant les moyennes de l'enjouement perçu par fréquence d'exposition



ANCOVA

Linear Models

The GLM Procedure

Dependent Variable: PLAY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	140.2874449	17.5359306	10.90	<.0001
Error	200	321.8668614	1.6093343		
Corrected Total	208	462.1543062			

R-Square	Coeff Var	Root MSE	PLAY Mean
0.303551	31.39567	1.268595	4.040670

Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	5.16977097	5.16977097	3.21	0.0746
FREQ	2	3.91294583	1.95647291	1.22	0.2987
INAT*FREQ	2	0.37634666	0.18817333	0.12	0.8897
NOV	1	19.82731595	19.82731595	12.32	0.0006
AOAD	1	44.48228384	44.48228384	27.64	<.0001
IMPLI	1	1.54637085	1.54637085	0.96	0.3282

Post hoc ANCOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	PLAY LSMEAN	H0:LSMean1=LSMean2
		Pr > |t|
0	3.87123805	0.0746
1	4.19354576	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQ	PLAY LSMEAN	LSMEAN Number
1	4.04625550	1
2	4.20043366	2
3	3.85048656	3

Least Squares Means for effect FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAY

i/j	1	2	3
1		1.0000	1.0000
2	1.0000		0.3693
3	1.0000	0.3693	

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

INAT	FREQ	PLAY LSMEAN	LSMEAN Number
0	1	3.89541895	1
0	2	3.98049157	2
0	3	3.73780363	3
1	1	4.19709204	4
1	2	4.42037575	5
1	3	3.96316949	6

Least Squares Means for effect INAT*FREQ
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: PLAY

i/j	1	2	3	4	5	6
1		1.0000	1.0000	1.0000	1.0000	1.0000
2	1.0000		1.0000	1.0000	1.0000	1.0000
3	1.0000	1.0000		1.0000	0.5486	1.0000
4	1.0000	1.0000	1.0000		1.0000	1.0000
5	1.0000	1.0000	0.5486	1.0000		1.0000
6	1.0000	1.0000	1.0000	1.0000	1.0000	

2.3.2. Tests des hypothèses relationnelles

2.3.2.1. H4a : SERD →CATE

- INAT → SERD

Tests préliminaires

Tests de normalité

Groupe 1

Variable: SERD

GROUPE=1

Basic Statistical Measures			
Location		Variability	
Mean	3.744444	Std Deviation	1.23067
Median	4.000000	Variance	1.51454
Mode	4.000000	Range	5.00000
		Interquartile Range	1.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.955288	Pr < W	0.1534
Kolmogorov-Smirnov	D	0.137807	Pr > D	0.0829
Cramer-von Mises	W-Sq	0.092979	Pr > W-Sq	0.1374
Anderson-Darling	A-Sq	0.568663	Pr > A-Sq	0.1354

Groupe 2

Variable: SERD

GROUPE=2

Basic Statistical Measures			
Location		Variability	
Mean	4.300000	Std Deviation	1.41370
Median	4.400000	Variance	1.99854
Mode	3.000000	Range	6.00000
		Interquartile Range	2.00000

Note: The mode displayed is the smallest of 3 modes with a count of 4.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.974951	Pr < W	0.4767
Kolmogorov-Smirnov	D	0.099625	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.063573	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.372203	Pr > A-Sq	>0.2500

Groupe 3

Variable: SERD

GROUPE=3

Basic Statistical Measures			
Location		Variability	
Mean	3.685714	Std Deviation	1.22254
Median	3.700000	Variance	1.49460
Mode	2.400000	Range	4.80000
		Interquartile Range	2.10000

Note: The mode displayed is the smallest of 3 modes with a count of 3.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.974564	Pr < W	0.7065
Kolmogorov-Smirnov	D	0.098466	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.048043	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.298417	Pr > A-Sq	>0.2500

Groupe 4

Variable: SERD

GROUPE=4

Basic Statistical Measures			
Location		Variability	
Mean	4.096970	Std Deviation	1.25611
Median	4.200000	Variance	1.57780
Mode	4.400000	Range	5.00000
		Interquartile Range	1.60000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.961306	Pr < W	0.2813
Kolmogorov-Smirnov	D	0.108444	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.062868	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.395384	Pr > A-Sq	>0.2500

Groupe 5

Variable: SERD

GROUPE=5

Basic Statistical Measures			
Location		Variability	
Mean	3.533333	Std Deviation	1.62254
Median	3.900000	Variance	2.63264
Mode	4.000000	Range	5.60000
		Interquartile Range	2.40000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.944742	Pr < W	0.1221
Kolmogorov-Smirnov	D	0.113179	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.089431	Pr > W-Sq	0.1505
Anderson-Darling	A-Sq	0.569952	Pr > A-Sq	0.1324

Groupe 6

Variable: SERD

GROUPE=6

Basic Statistical Measures			
Location		Variability	
Mean	4.270000	Std Deviation	1.31387
Median	4.400000	Variance	1.72626
Mode	4.800000	Range	5.80000
		Interquartile Range	1.80000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.984229	Pr < W	0.8400
Kolmogorov-Smirnov	D	0.081669	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.040677	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.242599	Pr > A-Sq	>0.2500

Tests d'homogénéité de Levene

Levene's Test for Homogeneity of SERD Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
GROUPE	5	3.1591	0.6318	1.05	0.3917
Error	203	122.6	0.6039		

ANOVA

Dependent Variable: SERD

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	18.5169402	3.7033880	2.03	0.0752
Error	203	369.4635382	1.8200174		
Corrected Total	208	387.9804785			

R-Square	Coeff Var	Root MSE	SERD Mean
0.047726	33.94628	1.349080	3.974163

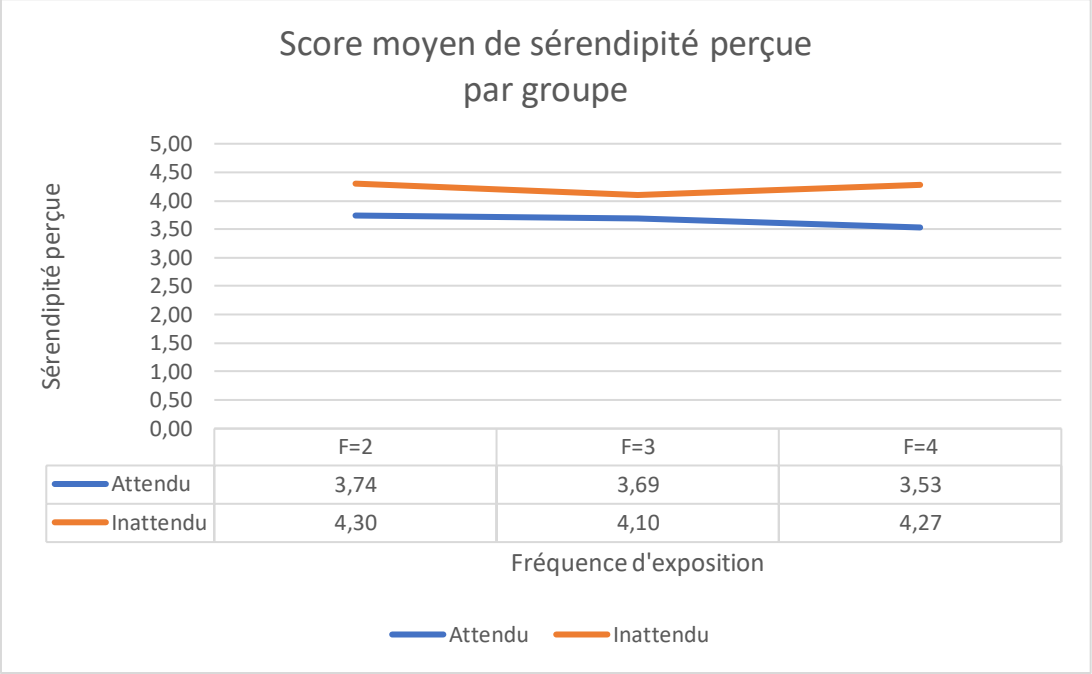
Source	DF	Type III SS	Mean Square	F Value	Pr > F
INAT	1	16.49351963	16.49351963	9.06	0.0029
FREQ	2	0.76532800	0.38266400	0.21	0.8106
INAT*FREQ	2	0.86137441	0.43068721	0.24	0.7895

Post hoc ANOVA

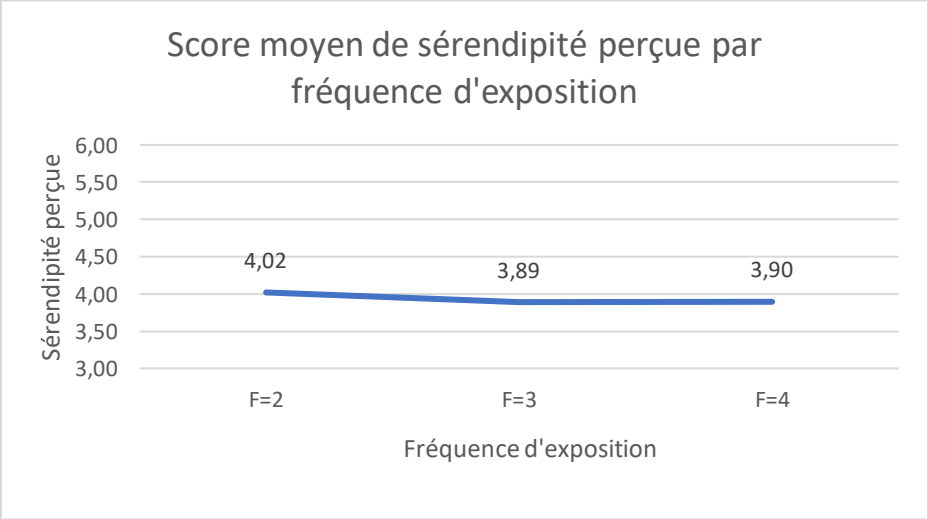
The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Tukey-Kramer

		H0:LSMean1=LSMean2
INAT	SERD LSMEAN	Pr > |t|
0	3.65449735	0.0029
1	4.22232323	

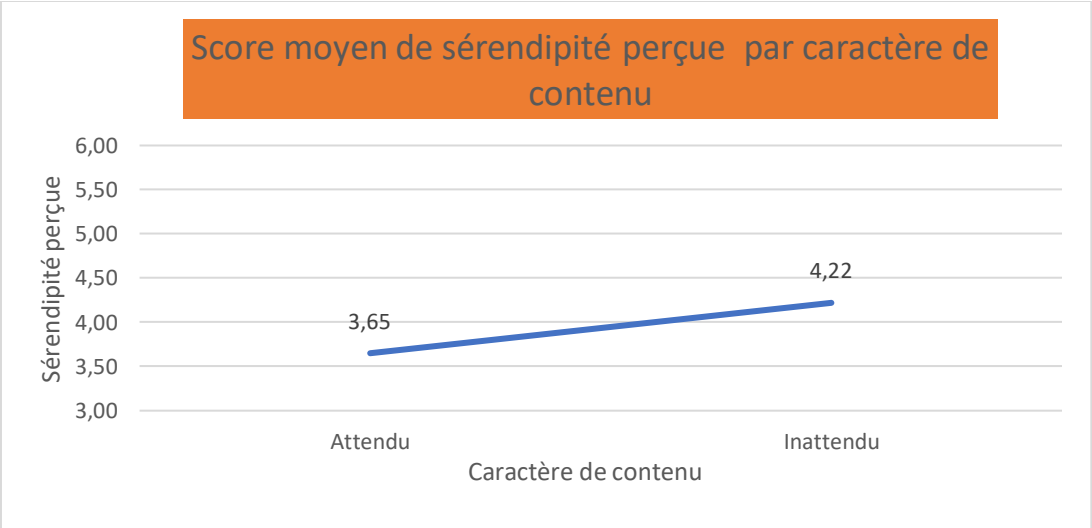
Graphiques



Graphique représentant les moyennes de la sérendipité perçue sur les 6 groupes expérimentaux



Graphique représentant les moyennes de l'enjouement perçu par fréquence d'exposition (⚠ Origine du graphique différente de 0)



Graphique représentant les moyennes de l'enjouement perçu par caractère de contenu (

⚠ **Origine du graphique différente de 0)**

- SERD → CATE

Number of Observations Read	209
Number of Observations Used	209

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	0.99580	0.99580	0.48	0.4899
Error	207	430.85003	2.08140		
Corrected Total	208	431.84583			

Root MSE	1.44271	R-Square	0.0023
Dependent Mean	4.65231	Adj R-Sq	-0.0025
Coeff Var	31.01052		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	4.45097	0.30772	14.46	<.0001
SERD	1	0.05066	0.07324	0.69	0.4899

2.3.2.2. H4b : PERSO → CATE

Number of Observations Read	209
Number of Observations Used	209

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	41.98673	41.98673	22.29	<.0001
Error	207	389.85909	1.88338		
Corrected Total	208	431.84583			

Root MSE	1.37236	R-Square	0.0972
Dependent Mean	4.65231	Adj R-Sq	0.0929
Coeff Var	29.49849		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	3.39577	0.28255	12.02	<.0001
PERSO	1	0.28843	0.06109	4.72	<.0001

2.3.2.3. H4c : PERTI → CATE

Number of Observations Read	209
Number of Observations Used	209

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	7.15706	7.15706	3.49	0.0632
Error	207	424.68877	2.05164		
Corrected Total	208	431.84583			

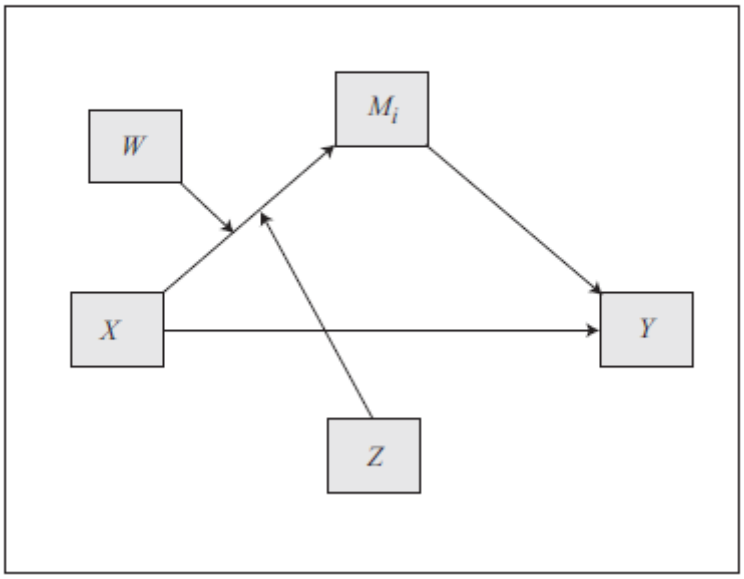
Root MSE	1.43235	R-Square	0.0166
Dependent Mean	4.65231	Adj R-Sq	0.0118
Coeff Var	30.78799		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	3.98982	0.36828	10.83	<.0001
PERTI	1	0.14714	0.07878	1.87	0.0632

2.3.2.4. H5a, H5b et H5c

Model 9

Conceptual Diagram



Avec

X : CATE **M:** PAD/PLAY **Y :** INT

W : NOV **Z :** AOAD

Conceptualisation du modèle 9 de la Macro Process

PAD

Run MATRIX procedure:

```
**************** PROCESS Procedure for SPSS Version 4.1 ****************

        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
   Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 9
   Y  : INT
   X  : CATE
   M  : PAD
   W  : NOV
   Z  : AOAD

Covariates:
 IMPLI

Sample
Size:  209

**************************************************************************
OUTCOME VARIABLE:
 PAD

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .5199      .2703      .7343    12.4711     6.0000   202.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.9841      .6894     5.7793      .0000     2.6248     5.3434
CATE        -.3510      .1465    -2.3965      .0175     -.6397     -.0622
NOV          .2358      .1628     1.4482      .1491     -.0853      .5569
Int_1       -.0180      .0316     -.5705      .5690     -.0804      .0443
AOAD        -.1019      .1599     -.6374      .5246     -.4173      .2134
Int_2        .0635      .0308     2.0613      .0406      .0028      .1243
IMPLI        .0395      .0417      .9469      .3448     -.0428      .1218
```

Product terms key:

Int_1	:	CATE	x	NOV
Int_2	:	CATE	x	AOAD

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0012	.3255	1.0000	202.0000	.5690
X*Z	.0153	4.2488	1.0000	202.0000	.0406
BOTH(X)	.0156	2.1540	2.0000	202.0000	.1187

Focal predict: CATE (X)
Mod var: NOV (W)
Mod var: AOAD (Z)

Conditional effects of the focal predictor at values of the moderator(s):

NOV	AOAD	Effect	se	t	p	LLCI	ULCI
2.6667	3.0000	-.2085	.0600	-3.4735	.0006	-.3269	-.0902
2.6667	4.2500	-.1291	.0607	-2.1257	.0347	-.2489	-.0094
2.6667	5.5000	-.0497	.0821	-.6057	.5454	-.2117	.1122
4.3333	3.0000	-.2386	.0579	-4.1209	.0001	-.3528	-.1244
4.3333	4.2500	-.1592	.0433	-3.6791	.0003	-.2445	-.0739
4.3333	5.5000	-.0798	.0580	-1.3768	.1701	-.1941	.0345
5.6667	3.0000	-.2626	.0846	-3.1061	.0022	-.4294	-.0959
5.6667	4.2500	-.1832	.0665	-2.7571	.0064	-.3143	-.0522
5.6667	5.5000	-.1039	.0682	-1.5226	.1294	-.2383	.0306

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  CATE     NOV      AOAD     PAD      .
BEGIN DATA.
   3.0000   2.6667   3.0000   3.8630
   5.0000   2.6667   3.0000   3.4459
   6.0000   2.6667   3.0000   3.2374
   3.0000   2.6667   4.2500   3.9737
   5.0000   2.6667   4.2500   3.7155
   6.0000   2.6667   4.2500   3.5863
   3.0000   2.6667   5.5000   4.0845
   5.0000   2.6667   5.5000   3.9850
   6.0000   2.6667   5.5000   3.9353
```

```
    3.0000    4.3333    3.0000    4.1658
    5.0000    4.3333    3.0000    3.6886
    6.0000    4.3333    3.0000    3.4501
    3.0000    4.3333    4.2500    4.2766
    5.0000    4.3333    4.2500    3.9582
    6.0000    4.3333    4.2500    3.7990
    3.0000    4.3333    5.5000    4.3873
    5.0000    4.3333    5.5000    4.2277
    6.0000    4.3333    5.5000    4.1479
    3.0000    5.6667    3.0000    4.4081
    5.0000    5.6667    3.0000    3.8828
    6.0000    5.6667    3.0000    3.6202
    3.0000    5.6667    4.2500    4.5188
    5.0000    5.6667    4.2500    4.1523
    6.0000    5.6667    4.2500    3.9691
    3.0000    5.6667    5.5000    4.6296
    5.0000    5.6667    5.5000    4.4219
    6.0000    5.6667    5.5000    4.3180
END DATA.
GRAPH/SCATTERPLOT=
 CATE    WITH    PAD    BY     NOV     /PANEL   ROWVAR=  AOAD    .

**************************************************************************
OUTCOME VARIABLE:
 INT

Model Summary
        R      R-sq       MSE         F          df1        df2          p
     .4596     .2113    2.2883   18.3019     3.0000   205.0000     .0000

Model
              coeff       se        t          p      LLCI      ULCI
constant     .0765     .6542     .1170     .9070   -1.2133    1.3664
CATE         .1102     .0765    1.4413     .1510    -.0406     .2611
PAD          .5192     .1139    4.5592     .0000     .2947     .7437
IMPLI        .2976     .0664    4.4798     .0000     .1666     .4286

************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
    Effect       se        t          p      LLCI      ULCI
     .1102     .0765    1.4413     .1510    -.0406     .2611

Conditional indirect effects of X on Y:

INDIRECT EFFECT:
 CATE      ->   PAD      ->   INT
```

NOV	AOAD	Effect	BootSE	BootLLCI	BootULCI
2.6667	3.0000	-.1083	.0390	-.1911	-.0389
2.6667	4.2500	-.0670	.0390	-.1564	-.0026
2.6667	5.5000	-.0258	.0522	-.1469	.0642
4.3333	3.0000	-.1239	.0422	-.2114	-.0465
4.3333	4.2500	-.0827	.0342	-.1588	-.0252
4.3333	5.5000	-.0414	.0421	-.1387	.0323
5.6667	3.0000	-.1364	.0587	-.2537	-.0205
5.6667	4.2500	-.0951	.0485	-.1961	-.0048
5.6667	5.5000	-.0539	.0497	-.1620	.0402

Indices of partial moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
NOV	-.0094	.0191	-.0454	.0332
AOAD	.0330	.0196	-.0067	.0714

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95.0000

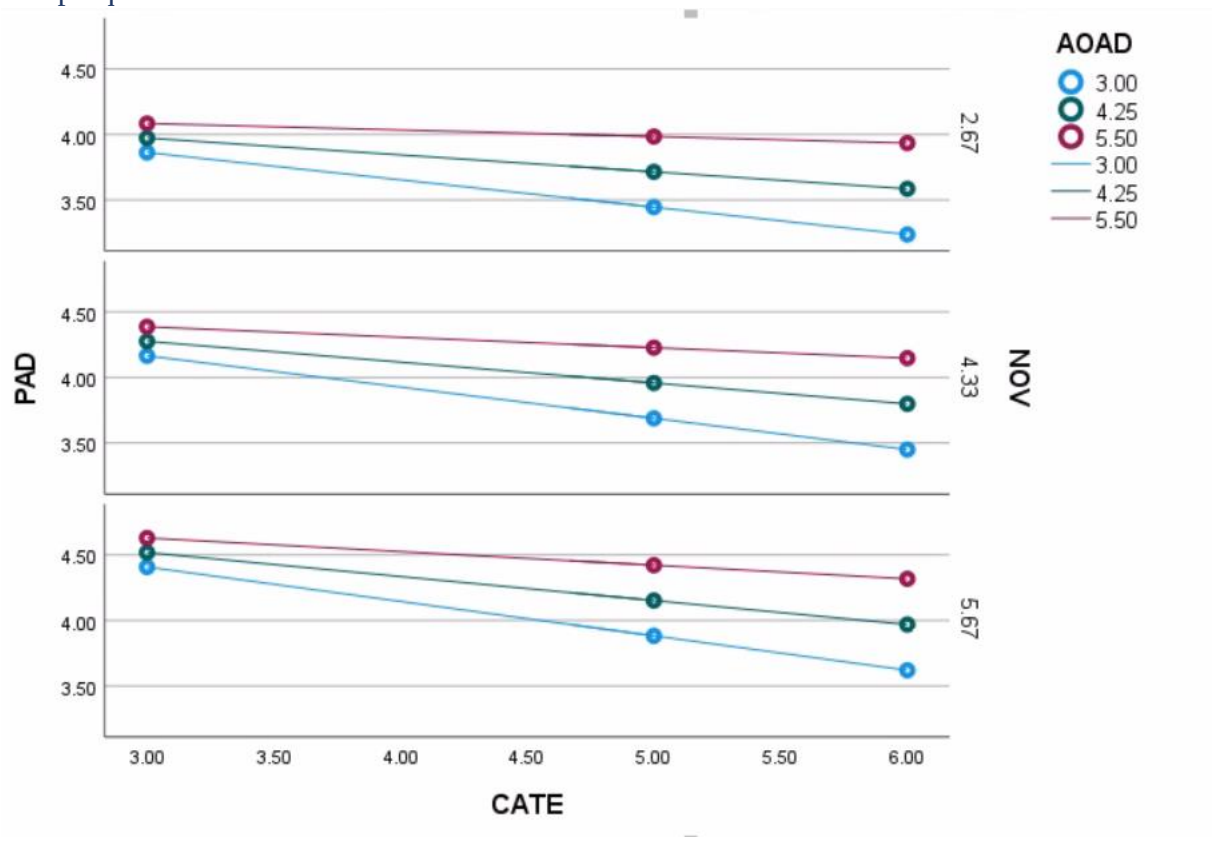
Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

Z values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----

Graphique



Graphique de l'évolution de PAD par CATE en fonction d'AOAD et de NOV (⚠Origine du graphique différente de 0).

PLAY

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.1 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 9
Y : INT
X : CATE
M : PLAY
W : NOV
Z : AOAD

Covariates:
IMPLI

Sample
Size: 209

****
OUTCOME VARIABLE:
PLAY

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5853	.3426	1.5042	17.5415	6.0000	202.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.0711	.9867	3.1127	.0021	1.1257	5.0166
CATE	-.4211	.2096	-2.0091	.0459	-.8344	-.0078
NOV	.3637	.2331	1.5604	.1202	-.0959	.8232
Int_1	-.0237	.0453	-.5232	.6014	-.1129	.0656
AOAD	.0285	.2289	.1245	.9010	-.4229	.4799
Int_2	.0670	.0441	1.5198	.1301	-.0199	.1540
IMPLI	.0989	.0597	1.6557	.0993	-.0189	.2167

Product terms key:
Int_1 : CATE x NOV
Int_2 : CATE x AOAD

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0009	.2737	1.0000	202.0000	.6014
X*Z	.0075	2.3098	1.0000	202.0000	.1301
BOTH(X)	.0075	1.1572	2.0000	202.0000	.3164

Focal predict: CATE (X)
Mod var: NOV (W)
Mod var: AOAD (Z)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  CATE     NOV     AOAD     PLAY     .
BEGIN DATA.
    3.0000    2.6667    3.0000    3.7309
    5.0000    2.6667    3.0000    3.1646
    6.0000    2.6667    3.0000    2.8814
    3.0000    2.6667    4.2500    4.0179
    5.0000    2.6667    4.2500    3.6191
    6.0000    2.6667    4.2500    3.4197
```

```
    3.0000    2.6667    5.5000    4.3049
    5.0000    2.6667    5.5000    4.0737
    6.0000    2.6667    5.5000    3.9580
    3.0000    4.3333    3.0000    4.2187
    5.0000    4.3333    3.0000    3.5734
    6.0000    4.3333    3.0000    3.2507
    3.0000    4.3333    4.2500    4.5057
    5.0000    4.3333    4.2500    4.0279
    6.0000    4.3333    4.2500    3.7891
    3.0000    4.3333    5.5000    4.7926
    5.0000    4.3333    5.5000    4.4825
    6.0000    4.3333    5.5000    4.3274
    3.0000    5.6667    3.0000    4.6089
    5.0000    5.6667    3.0000    3.9004
    6.0000    5.6667    3.0000    3.5462
    3.0000    5.6667    4.2500    4.8958
    5.0000    5.6667    4.2500    4.3550
    6.0000    5.6667    4.2500    4.0845
    3.0000    5.6667    5.5000    5.1828
    5.0000    5.6667    5.5000    4.8095
    6.0000    5.6667    5.5000    4.6229
END DATA.
GRAPH/SCATTERPLOT=
 CATE    WITH    PLAY    BY      NOV     /PANEL   ROWVAR=  AOAD    .

**************************************************************************
OUTCOME VARIABLE:
 INT

Model Summary
        R       R-sq        MSE          F        df1        df2          p
     .6235      .3888     1.7733    43.4636     3.0000   205.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     -.3457      .4814     -.7180      .4736    -1.2949      .6035
CATE          .1997      .0676     2.9561      .0035      .0665      .3330
PLAY          .6330      .0681     9.2932      .0000      .4987      .7673
IMPLI         .1902      .0599     3.1722      .0017      .0720      .3084

************* DIRECT AND INDIRECT EFFECTS OF X ON Y ****************

Direct effect of X on Y
    Effect         se          t          p       LLCI       ULCI
     .1997      .0676     2.9561      .0035      .0665      .3330

Conditional indirect effects of X on Y:
```

INDIRECT EFFECT:
CATE -> PLAY -> INT

NOV	AOAD	Effect	BootSE	BootLLCI	BootULCI
2.6667	3.0000	-.1793	.0626	-.3062	-.0640
2.6667	4.2500	-.1262	.0650	-.2605	-.0014
2.6667	5.5000	-.0732	.0886	-.2474	.1000
4.3333	3.0000	-.2042	.0601	-.3300	-.0932
4.3333	4.2500	-.1512	.0465	-.2510	-.0674
4.3333	5.5000	-.0982	.0636	-.2259	.0245
5.6667	3.0000	-.2242	.0860	-.4061	-.0643
5.6667	4.2500	-.1712	.0674	-.3166	-.0441
5.6667	5.5000	-.1181	.0708	-.2655	.0213

Indices of partial moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
NOV	-.0150	.0317	-.0782	.0463
AOAD	.0424	.0326	-.0190	.1094

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95.0000

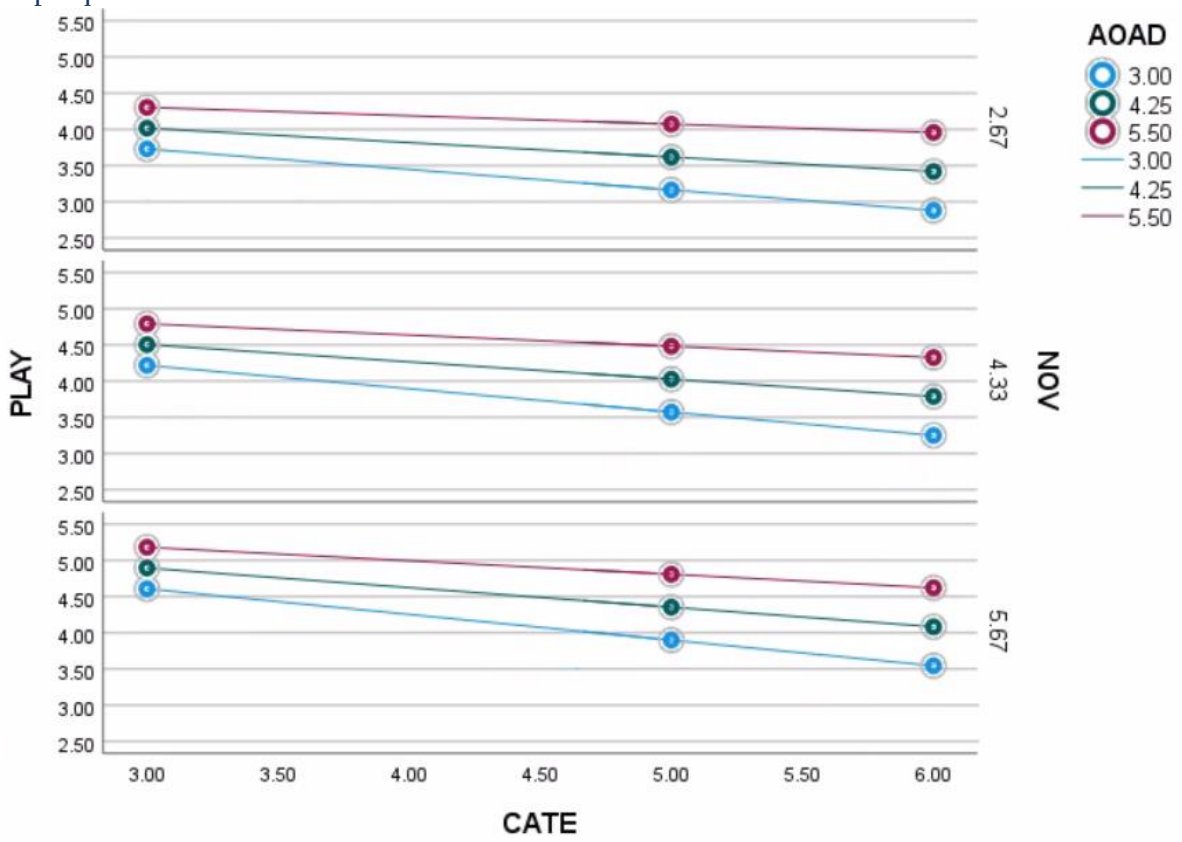
Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

Z values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----

Graphique sortant



Graphique de l'évolution de PLAY par CATE en fonction d'AOAD et de NOV (⚠ Origine du graphique différente de 0).

2.3.2.5. H3 : FREQP →CATE

FREQ→FREQP

The FREQ Procedure

Frequency Expected Deviation

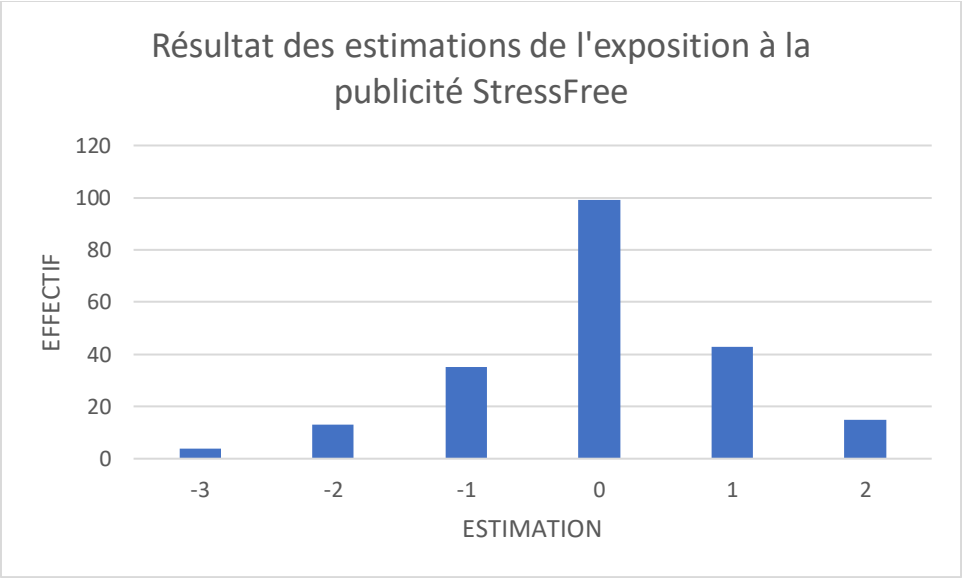
Table of FREQP by FREQ

FREQP	FREQ 1	FREQ 2	FREQ 3	Total
1	14 8.5837 5.4163	5 6.7129 -1.713	4 7.7033 -3.703	23
2	36 20.526 15.474	11 16.053 -5.053	8 18.421 -10.42	55
3	13 14.182 -1.182	15 11.091 3.9091	10 12.727 -2.727	38
4	15 34.708 -19.71	30 27.144 2.8565	48 31.148 16.852	93
Total	78	61	70	209

Statistics for Table of FREQP by FREQ

Statistic	DF	Value	Prob
Chi-Square	6	47.4546	<.0001
Likelihood Ratio Chi-Square	6	48.6208	<.0001
Mantel-Haenszel Chi-Square	1	38.2582	<.0001
Phi Coefficient		0.4765	
Contingency Coefficient		0.4302	
Cramer's V		0.3369	

Sample Size = 209



Graphique représentant les biais entre FREQ et FREQP

FREQP→ CATE

Equivalence de groupe

Genre

The FREQ Procedure

Frequency
Percent
Row Pct
Col Pct

Table of FREQP by GENRE

FREQP	GENRE 0	GENRE 1	Total
1	12 5.74 52.17 12.63	11 5.26 47.83 9.65	23 11.00
2	22 10.53 40.00 23.16	33 15.79 60.00 28.95	55 26.32
3	20 9.57 52.63 21.05	18 8.61 47.37 15.79	38 18.18
4	41 19.62 44.09 43.16	52 24.88 55.91 45.61	93 44.50
Total	95 45.45	114 54.55	209 100.00

Statistics for Table of FREQP by GENRE

Statistic	DF	Value	Prob
Chi-Square	3	1.9386	0.5853
Likelihood Ratio Chi-Square	3	1.9382	0.5853
Mantel-Haenszel Chi-Square	1	0.0311	0.8599
Phi Coefficient		0.0963	
Contingency Coefficient		0.0959	
Cramer's V		0.0963	

Sample Size = 209

Age

Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

The UNIVARIATE Procedure
Variable: AGE

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	41.39130	Std Deviation	12.46354
Median	43.00000	Variance	155.33992
Mode	48.00000	Range	47.00000
		Interquartile Range	14.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.965292	Pr < W	0.5779
Kolmogorov-Smirnov	D	0.114439	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.053728	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.339499	Pr > A-Sq	>0.2500

Groupe 2

The UNIVARIATE Procedure
Variable: AGE

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	39.03922	Std Deviation	11.98826
Median	36.00000	Variance	143.71843
Mode	36.00000	Range	49.00000
		Interquartile Range	18.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.956706	Pr < W	0.0604
Kolmogorov-Smirnov	D	0.109869	Pr > D	0.1255
Cramer-von Mises	W-Sq	0.08547	Pr > W-Sq	0.1776
Anderson-Darling	A-Sq	0.605998	Pr > A-Sq	0.1111

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	4	7.27	100.00

Groupe 3

The UNIVARIATE Procedure
Variable: AGE

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	34.30556	Std Deviation	11.80997
Median	33.50000	Variance	139.47540
Mode	22.00000	Range	41.00000
		Interquartile Range	20.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.910661	Pr < W	0.0068
Kolmogorov-Smirnov	D	0.147944	Pr > D	0.0449
Cramer-von Mises	W-Sq	0.151216	Pr > W-Sq	0.0223
Anderson-Darling	A-Sq	1.026406	Pr > A-Sq	0.0094

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	2	5.26	100.00

Groupe 4

The UNIVARIATE Procedure
Variable: AGE

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	36.28571	Std Deviation	12.29931
Median	35.00000	Variance	151.27302
Mode	22.00000	Range	52.00000
		Interquartile Range	20.00000

Note: The mode displayed is the smallest of 2 modes with a count of 7.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.934863	Pr < W	0.0002
Kolmogorov-Smirnov	D	0.151769	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.29224	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.931557	Pr > A-Sq	<0.0050

Missing Values			
Missing Value	Count	Percent Of	
		All Obs	Missing Obs
.	2	2.15	100.00

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of AGE Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	26.8364	8.9455	0.20	0.8949
Error	197	8724.5	44.2866		

ANOVA

Dependent Variable: AGE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	954.19085	318.06362	2.15	0.0948
Error	197	29099.61015	147.71376		
Corrected Total	200	30053.80100			

R-Square	Coeff Var	Root MSE	AGE Mean
0.031749	32.65915	12.15375	37.21393

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	954.1908481	318.0636160	2.15	0.0948

Réalisme (REAL)

Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

The UNIVARIATE Procedure
Variable: REAL

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	4.521739	Std Deviation	1.30974
Median	4.000000	Variance	1.71542
Mode	4.000000	Range	6.00000
		Interquartile Range	1.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.862989	Pr < W	0.0047
Kolmogorov-Smirnov	D	0.263511	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.305078	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.542839	Pr > A-Sq	<0.0050

Groupe 2

The UNIVARIATE Procedure
Variable: REAL

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	4.654545	Std Deviation	1.43008
Median	5.000000	Variance	2.04512
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.895898	Pr < W	0.0002
Kolmogorov-Smirnov	D	0.231805	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.405257	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	2.199405	Pr > A-Sq	<0.0050

Groupe 3

The UNIVARIATE Procedure
Variable: REAL

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	4.526316	Std Deviation	1.44703
Median	4.000000	Variance	2.09388
Mode	4.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.945325	Pr < W	0.0625
Kolmogorov-Smirnov	D	0.168283	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.167911	Pr > W-Sq	0.0139
Anderson-Darling	A-Sq	0.91598	Pr > A-Sq	0.0192

Groupe 4

The UNIVARIATE Procedure
Variable: REAL

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	4.731183	Std Deviation	1.51901
Median	5.000000	Variance	2.30739
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.92084	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.183137	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.457645	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	2.63786	Pr > A-Sq	<0.0050

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of REAL Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	0.9911	0.3304	0.41	0.7453
Error	205	164.8	0.8039		

ANOVA

The GLM Procedure

Dependent Variable: REAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	1.5736442	0.5245481	0.25	0.8644
Error	205	437.9287482	2.1362378		
Corrected Total	208	439.5023923			

R-Square	Coeff Var	Root MSE	REAL Mean
0.003581	31.42714	1.461587	4.650718

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	1.57364417	0.52454806	0.25	0.8644

Attrait pour la nouveauté(NOV)

Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

The UNIVARIATE Procedure
Variable: NOV

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	3.768116	Std Deviation	1.41219
Median	3.666667	Variance	1.99429
Mode	3.000000	Range	5.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.946525	Pr < W	0.2475
Kolmogorov-Smirnov	D	0.141533	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.076176	Pr > W-Sq	0.2275
Anderson-Darling	A-Sq	0.462227	Pr > A-Sq	0.2398

Groupe 2

The UNIVARIATE Procedure
Variable: NOV

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	4.375758	Std Deviation	1.25880
Median	4.666667	Variance	1.58459
Mode	5.000000	Range	5.33333
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.943526	Pr < W	0.0120
Kolmogorov-Smirnov	D	0.180927	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.196185	Pr > W-Sq	0.0057
Anderson-Darling	A-Sq	1.100218	Pr > A-Sq	0.0067

Groupe 3

The UNIVARIATE Procedure
Variable: NOV

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	4.219298	Std Deviation	1.39557
Median	4.166667	Variance	1.94761
Mode	4.000000	Range	6.00000
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.958502	Pr < W	0.1696
Kolmogorov-Smirnov	D	0.121778	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.070577	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.505209	Pr > A-Sq	0.1995

Groupe 4

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	4.089606	Std Deviation	1.51493
Median	4.333333	Variance	2.29502
Mode	3.333333	Range	5.66667
		Interquartile Range	2.33333

Note: The mode displayed is the smallest of 2 modes with a count of 10.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.968131	Pr < W	0.0225
Kolmogorov-Smirnov	D	0.099787	Pr > D	0.0222
Cramer-von Mises	W-Sq	0.110351	Pr > W-Sq	0.0842
Anderson-Darling	A-Sq	0.741221	Pr > A-Sq	0.0519

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of NOV Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	2.1095	0.7032	1.14	0.3329
Error	205	126.1	0.6153		

ANOVA

The GLM Procedure

Dependent Variable: NOV

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	6.6770498	2.2256833	1.11	0.3478
Error	205	412.6456508	2.0129056		
Corrected Total	208	419.3227007			

R-Square	Coeff Var	Root MSE	NOV Mean
0.015923	34.16160	1.418769	4.153110

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	6.67704985	2.22568328	1.11	0.3478

Attitude générale envers la publicité en ligne(AOAD)

Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

The UNIVARIATE Procedure
Variable: AOAD

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	4.336957	Std Deviation	1.54038
Median	4.250000	Variance	2.37278
Mode	4.250000	Range	6.00000
		Interquartile Range	1.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.897702	Pr < W	0.0227
Kolmogorov-Smirnov	D	0.22115	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.16868	Pr > W-Sq	0.0128
Anderson-Darling	A-Sq	0.991886	Pr > A-Sq	0.0106

Groupe 2

The UNIVARIATE Procedure
Variable: AOAD

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	4.331818	Std Deviation	1.11809
Median	4.500000	Variance	1.25013
Mode	4.000000	Range	5.50000
		Interquartile Range	1.25000

Note: The mode displayed is the smallest of 2 modes with a count of 11.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.971751	Pr < W	0.2204
Kolmogorov-Smirnov	D	0.12495	Pr > D	0.0314
Cramer-von Mises	W-Sq	0.130156	Pr > W-Sq	0.0439
Anderson-Darling	A-Sq	0.724268	Pr > A-Sq	0.0572

Groupe 3

The UNIVARIATE Procedure
Variable: AOAD

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	4.394737	Std Deviation	1.64155
Median	4.750000	Variance	2.69470
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.951103	Pr < W	0.0968
Kolmogorov-Smirnov	D	0.111985	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.07646	Pr > W-Sq	0.2296
Anderson-Darling	A-Sq	0.526059	Pr > A-Sq	0.1761

Groupe 4

The UNIVARIATE Procedure
Variable: AOAD

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	4.083333	Std Deviation	1.33379
Median	4.000000	Variance	1.77899
Mode	4.000000	Range	6.00000
		Interquartile Range	1.75000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.978848	Pr < W	0.1360
Kolmogorov-Smirnov	D	0.098747	Pr > D	0.0241
Cramer-von Mises	W-Sq	0.103834	Pr > W-Sq	0.0991
Anderson-Darling	A-Sq	0.643618	Pr > A-Sq	0.0926

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of AOAD Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	3.5098	1.1699	1.68	0.1733
Error	205	143.1	0.6981		

ANOVA

The GLM Procedure

Dependent Variable: AOAD

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3.8628684	1.2876228	0.69	0.5597
Error	205	383.0785192	1.8686757		
Corrected Total	208	386.9413876			

R-Square	Coeff Var	Root MSE	AOAD Mean
0.009983	32.29183	1.366995	4.233254

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	3.86286839	1.28762280	0.69	0.5597

Implication envers la catégorie-produit (IMPLI)

Test de normalité Shapiro Wilks groupe par groupe

Groupe 1

The UNIVARIATE Procedure
Variable: IMPLI

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	4.391304	Std Deviation	1.65801
Median	5.000000	Variance	2.74901
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.918788	Pr < W	0.0628
Kolmogorov-Smirnov	D	0.208454	Pr > D	0.0101
Cramer-von Mises	W-Sq	0.132448	Pr > W-Sq	0.0394
Anderson-Darling	A-Sq	0.759963	Pr > A-Sq	0.0426

Groupe 2

The UNIVARIATE Procedure
Variable: IMPLI

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	4.654545	Std Deviation	1.58077
Median	5.000000	Variance	2.49882
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Note: The mode displayed is the smallest of 2 modes with a count of 13.

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.925151	Pr < W	0.0021
Kolmogorov-Smirnov	D	0.204676	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.277576	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.554651	Pr > A-Sq	<0.0050

Groupe 3

The UNIVARIATE Procedure
Variable: IMPLI

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	4.460526	Std Deviation	1.67808
Median	4.750000	Variance	2.81597
Mode	5.000000	Range	6.00000
		Interquartile Range	2.50000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.948993	Pr < W	0.0825
Kolmogorov-Smirnov	D	0.128717	Pr > D	0.1103
Cramer-von Mises	W-Sq	0.082856	Pr > W-Sq	0.1915
Anderson-Darling	A-Sq	0.540538	Pr > A-Sq	0.1598

Groupe 4

The UNIVARIATE Procedure
Variable: IMPLI

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	4.655914	Std Deviation	1.66645
Median	5.000000	Variance	2.77706
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.935925	Pr < W	0.0002
Kolmogorov-Smirnov	D	0.140931	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.245484	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.656556	Pr > A-Sq	<0.0050

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of IMPLI Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	0.0466	0.0155	0.02	0.9970
Error	205	190.4	0.9289		

ANOVA

The GLM Procedure

Dependent Variable: IMPLI

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	2.1780660	0.7260220	0.27	0.8483
Error	205	555.0946613	2.7077788		
Corrected Total	208	557.2727273			

R-Square	Coeff Var	Root MSE	IMPLI Mean
0.003908	35.84329	1.645533	4.590909

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	2.17806598	0.72602199	0.27	0.8483

Test de l'hypothèse H3 (ANOVA)

Tests préliminaires

Tests de normalité Shapiro-Wilks

Groupe 1

The UNIVARIATE Procedure
Variable: CATE

FREQP=1

Basic Statistical Measures			
Location		Variability	
Mean	4.275362	Std Deviation	1.47933
Median	4.666667	Variance	2.18841
Mode	4.000000	Range	5.33333
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.937737	Pr < W	0.1607
Kolmogorov-Smirnov	D	0.165298	Pr > D	0.0991
Cramer-von Mises	W-Sq	0.093497	Pr > W-Sq	0.1326
Anderson-Darling	A-Sq	0.57588	Pr > A-Sq	0.1242

Groupe 2

The UNIVARIATE Procedure
Variable: CATE

FREQP=2

Basic Statistical Measures			
Location		Variability	
Mean	4.369697	Std Deviation	1.37388
Median	4.666667	Variance	1.88754
Mode	5.000000	Range	6.00000
		Interquartile Range	2.00000

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.954355	Pr < W	0.0359
Kolmogorov-Smirnov	D	0.167384	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.233861	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	1.161397	Pr > A-Sq	<0.0050

Groupe 3

The UNIVARIATE Procedure
Variable: CATE

FREQP=3

Basic Statistical Measures			
Location		Variability	
Mean	4.491228	Std Deviation	1.52208
Median	4.666667	Variance	2.31674
Mode	5.000000	Range	5.66667
		Interquartile Range	2.33333

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.966708	Pr < W	0.3109
Kolmogorov-Smirnov	D	0.098513	Pr > D	>0.1500
Cramer-von Mises	W-Sq	0.053916	Pr > W-Sq	>0.2500
Anderson-Darling	A-Sq	0.361996	Pr > A-Sq	>0.2500

Groupe 4

The UNIVARIATE Procedure
Variable: CATE

FREQP=4

Basic Statistical Measures			
Location		Variability	
Mean	4.978495	Std Deviation	1.38906
Median	5.000000	Variance	1.92948
Mode	5.000000	Range	6.00000
		Interquartile Range	1.66667

Tests for Normality				
Test	Statistic		p Value	
Shapiro-Wilk	W	0.94508	Pr < W	0.0007
Kolmogorov-Smirnov	D	0.108327	Pr > D	<0.0100
Cramer-von Mises	W-Sq	0.164687	Pr > W-Sq	0.0162
Anderson-Darling	A-Sq	1.188006	Pr > A-Sq	<0.0050

Test d'homogénéité de Levene

The GLM Procedure

Levene's Test for Homogeneity of CATE Variance ANOVA of Absolute Deviations from Group Means					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
FREQP	3	1.0195	0.3398	0.45	0.7192
Error	205	155.6	0.7590		

ANOVA

The GLM Procedure

Dependent Variable: CATE

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	18.5417834	6.1805945	3.07	0.0290
Error	205	413.3040433	2.0161173		
Corrected Total	208	431.8458267			

R-Square	Coeff Var	Root MSE	CATE Mean
0.042936	30.52031	1.419900	4.652313

Source	DF	Type III SS	Mean Square	F Value	Pr > F
FREQP	3	18.54178338	6.18059446	3.07	0.0290

Post hoc ANOVA

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Bonferroni

FREQP	CATE LSMEAN	LSMEAN Number
1	4.27536232	1
2	4.36969697	2
3	4.49122807	3
4	4.97849462	4

Least Squares Means for effect FREQP
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: CATE

i/j	1	2	3	4
1		1.0000	1.0000	0.2080
2	1.0000		1.0000	0.0749
3	1.0000	1.0000		0.4570
4	0.2080	0.0749	0.4570	