

Results

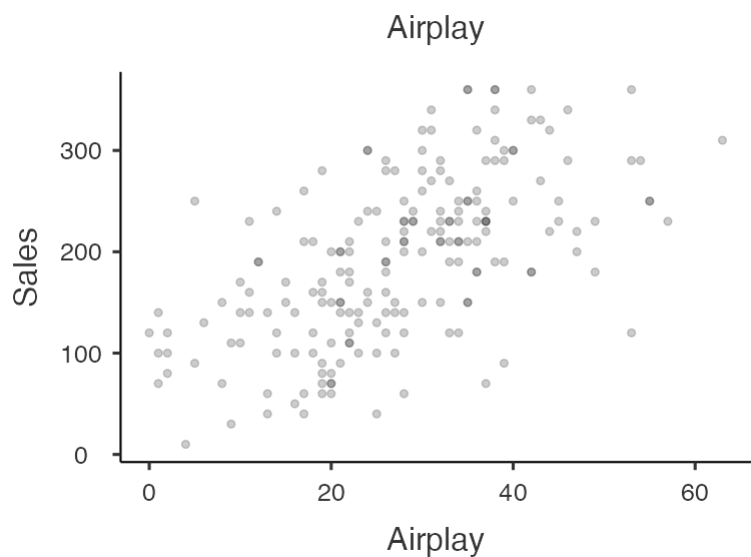
Relationships, Prediction, and Group Comparisons

You have entered a numeric variable for Variable 1 / Dependent Variable and a numeric variable for Variable 2 / Independent Variables. Hence, the [Pearson correlation coefficient](#), which is a measure for the strength of the linear relationship between two variables, seems to be a good option for you! In order to run this analysis in jamovi, go to: Regression > Correlation Matrix

- Drop your two variables in the white box at the right
- Under Correlation Coefficients, select Pearson (selected by default)
- Under Hypothesis, select your alternative hypothesis

Alternatively, you could perform a [linear regression analysis](#). The test outcomes of both methods will be equivalent. Click on the links to learn more about these methods!

Scatter Plots of Bivariate Relationships - Dependent/Independent Variables



Correlation Matrix

Correlation Matrix			
		Sales	Airplay
Sales	Pearson's r	—	
	p-value	—	
Airplay	Pearson's r	0.599	—
	p-value	<.001	—

Linear Regression

Model Fit Measures							
Model	R	R²	Adjusted R²	Overall Model Test			
				F	df1	df2	p
1	0.578	0.335	0.331	99.6	1	198	<.001

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	<.001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

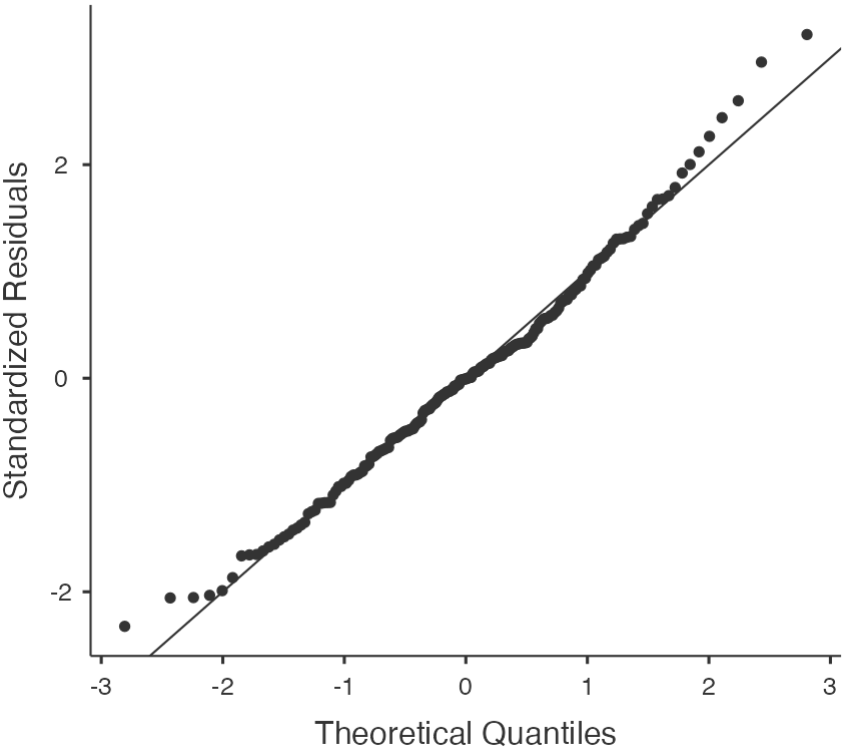
Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate	95% Confidence Interval	
			Lower	Upper				Lower	Upper
Intercept	134.1399	7.53657	119.2777	149.002	17.80	<.001			
Adverts	0.0961	0.00963	0.0771	0.115	9.98	<.001	0.578	0.464	0.693

Assumption Checks

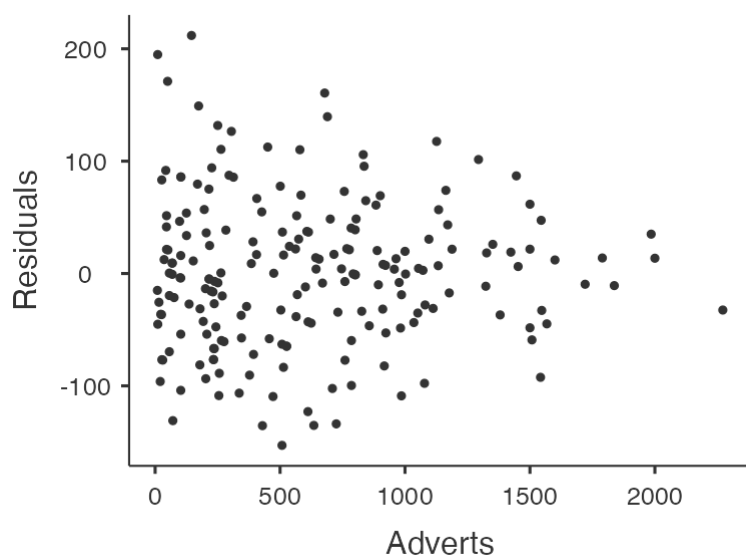
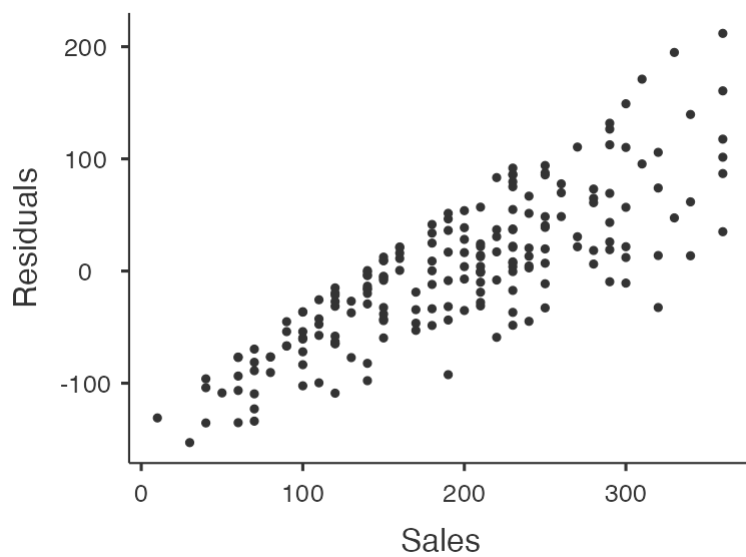
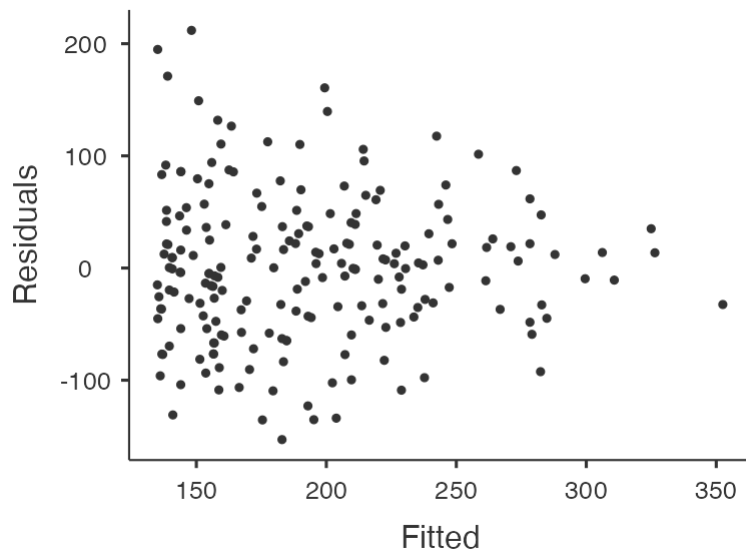
Normality Test (Shapiro-Wilk)

Statistic	p
0.990	0.176

Q-Q Plot



Residuals Plots



References

[1] The jamovi project (2022). *jamovi*. (Version 2.3) [Computer Software]. Retrieved from <https://www.jamovi.org>.

[2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.1) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2022-01-01).

[3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.