Results

Descriptives

Descriptives

N	
Missing	
Mean	
Median	
Standard deviation	
Minimum	
Maximum	

Descriptives

Descriptives

	Image
N	200
Missing	0

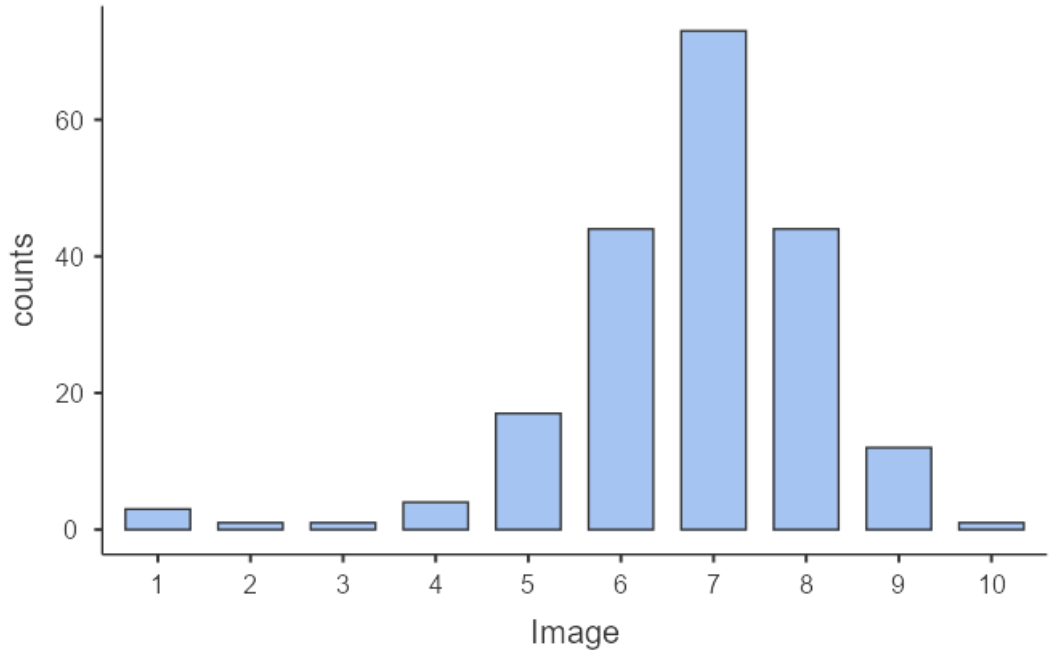
Frequencies

Frequencies of Image

Levels	Counts	% of Total	Cumulative %
1	3	1.5 %	1.5 %
2	1	0.5 %	2.0 %
3	1	0.5 %	2.5 %
4	4	2.0 %	4.5 %
5	17	8.5 %	13.0 %
6	44	22.0 %	35.0 %
7	73	36.5 %	71.5 %
8	44	22.0 %	93.5 %
9	12	6.0 %	99.5 %
10	1	0.5 %	100.0 %

Plots

Image



Descriptives

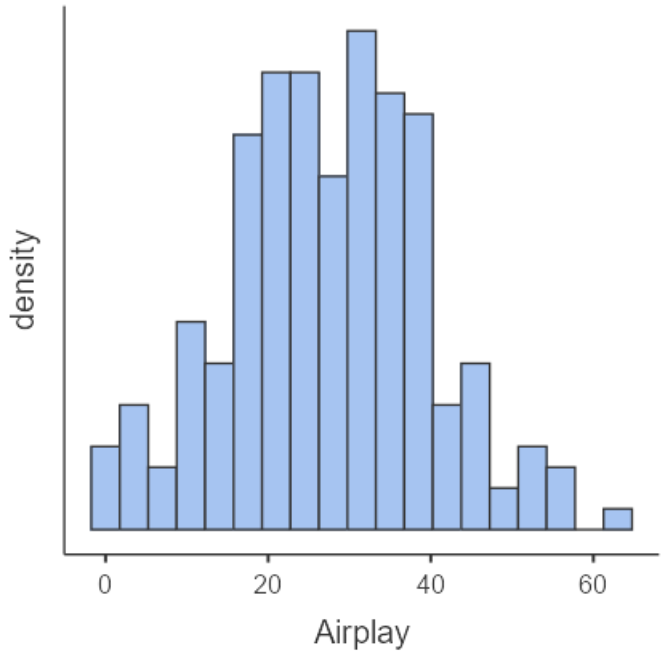
Descriptives

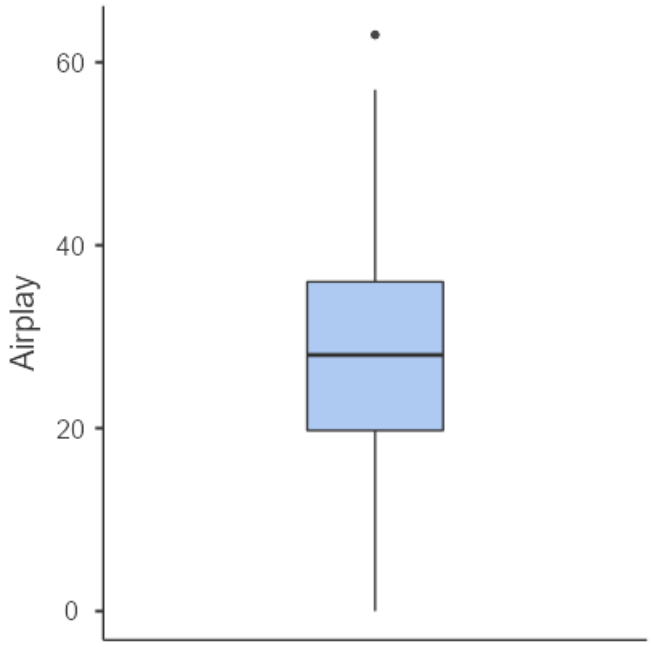
	Airplay	Adverts	Sales
N	200	200	200
Missing	0	0	0
Mean	27.5	614	193
Std. error mean	0.868	34.3	5.71
Median	28.0	532	200
Mode	28.0	103 [a]	230
Standard deviation	12.3	486	80.7
IQR	16.3	695	113
Range	63.0	2263	350
Minimum	0.00	9.10	10.0
Maximum	63.0	2272	360
Shapiro-Wilk W	0.993	0.925	0.985
Shapiro-Wilk p	0.408	< .001	0.030

[a] More than one mode exists, only the first is reported

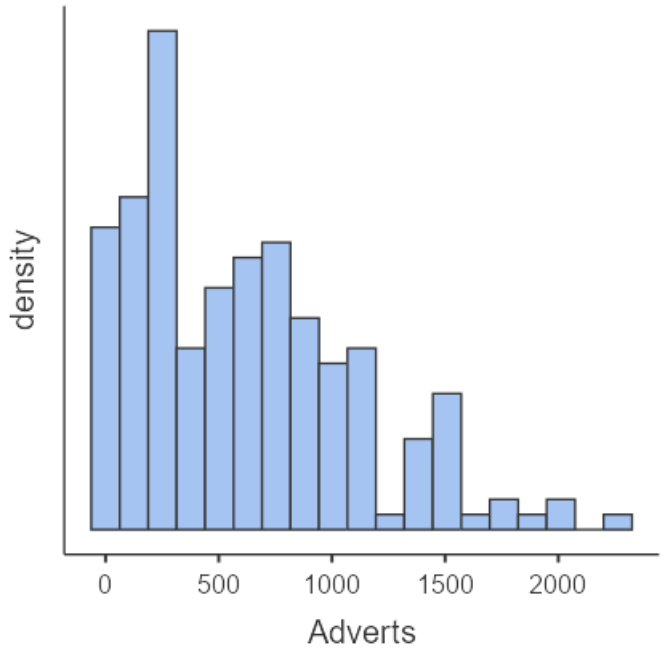
Plots

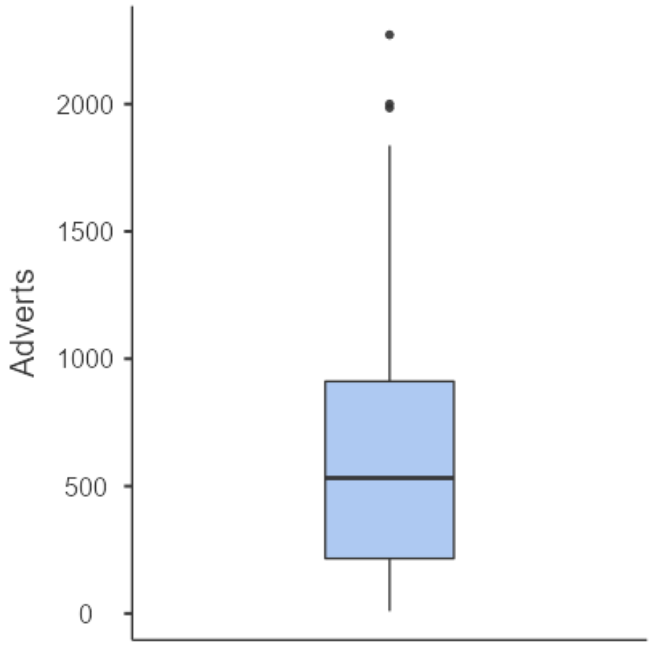
Airplay



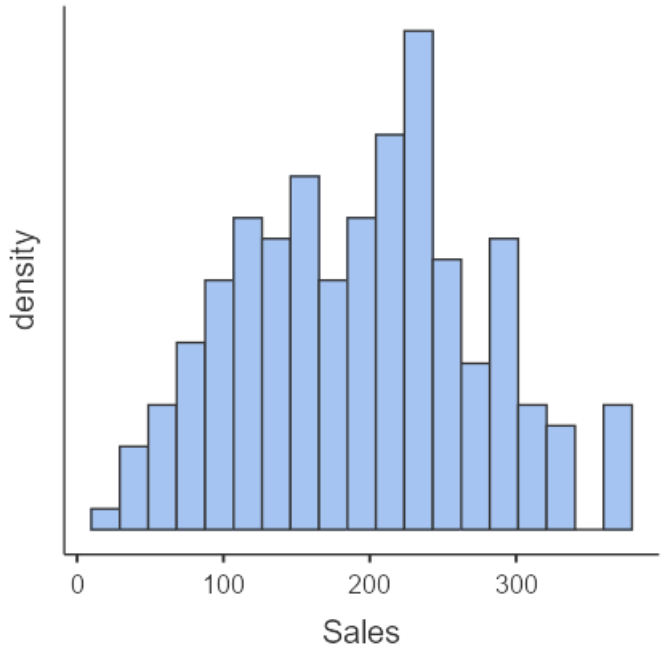


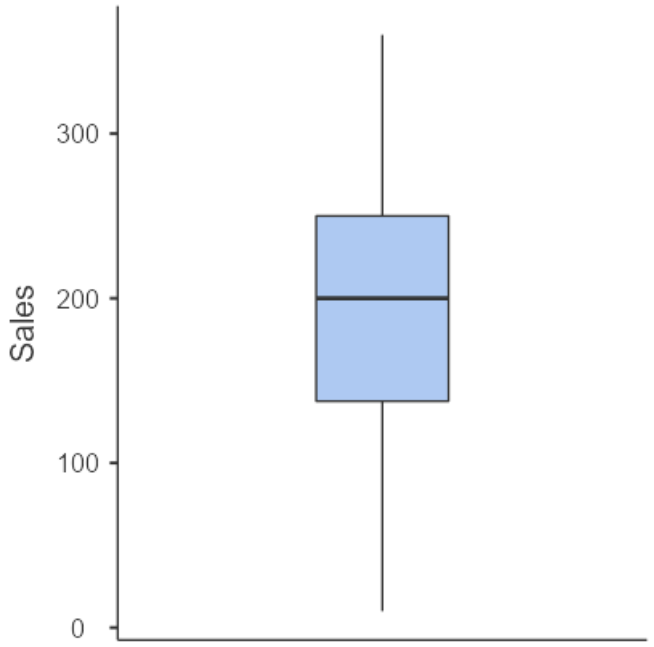
Adverts


density
0
500
1000
1500
2000
Adverts


Adverts
2000
1500
1000
500
0

Sales





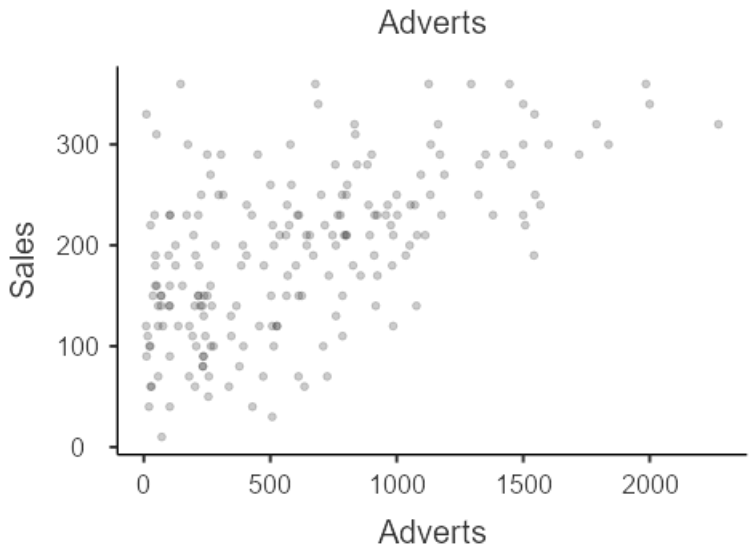
Relationships, Prediction, and Group Comparisons

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



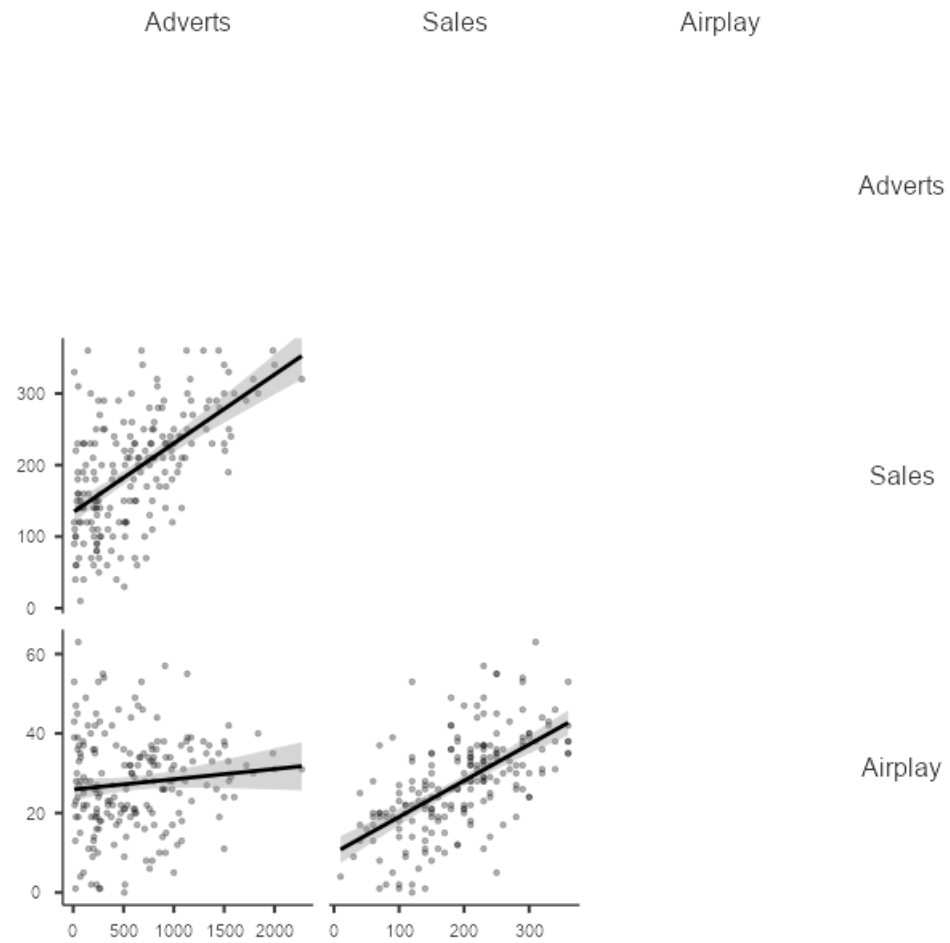
Correlation Matrix

Correlation Matrix

		Adverts	Sales	Airplay
Adverts	Pearson's r	—		
	p-value	—		
	95% CI Upper	—		
	95% CI Lower	—		
	N	—		
Sales	Pearson's r	0.578 ***	—	
	p-value	< .001	—	
	95% CI Upper	0.664	—	
	95% CI Lower	0.478	—	
	N	200	—	
Airplay	Pearson's r	0.102	0.599 ***	—
	p-value	0.151	< .001	—
	95% CI Upper	0.237	0.681	—
	95% CI Lower	-0.037	0.502	—
	N	200	200	—

Note. * p < .05, ** p < .01, *** p < .001

Plot



Linear Regression

Model Fit Measures

				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**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

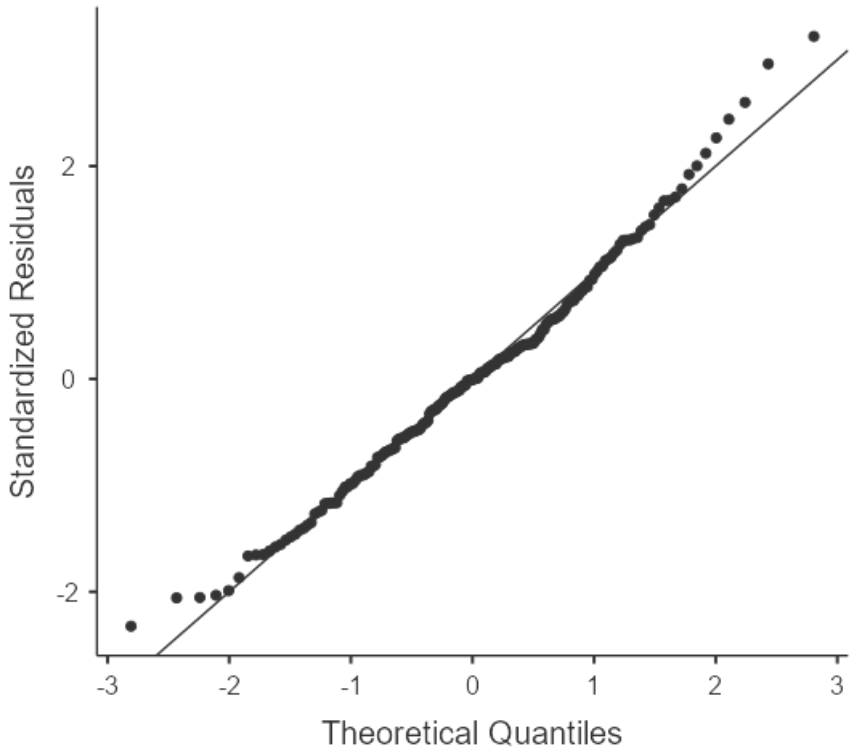
			95% Confidence Interval					95% Confidence Interval	
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**	**Stand. Estimate**	**Lower**	**Upper**
Intercept	134.1399	7.53657	119.2777	149.002	17.80	< .001			
Adverts	0.0961	0.00963	0.0771	0.115	9.98	< .001	0.578	0.464	0.693

Assumption Checks

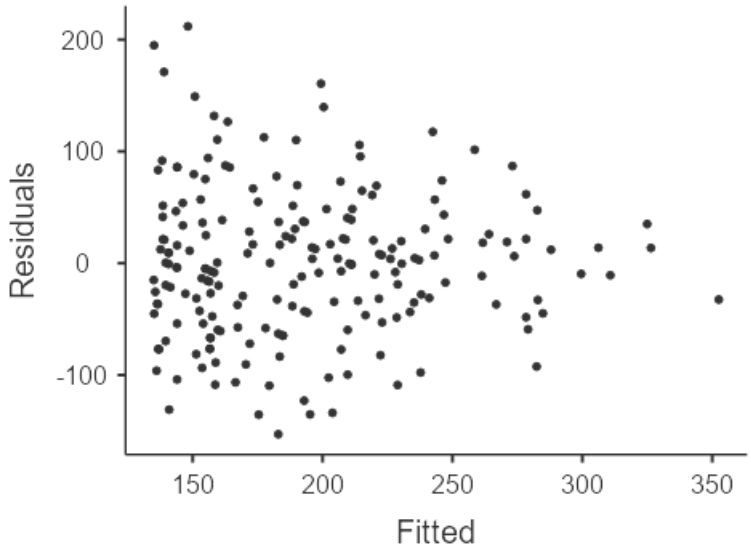
Normality Test (Shapiro-Wilk)

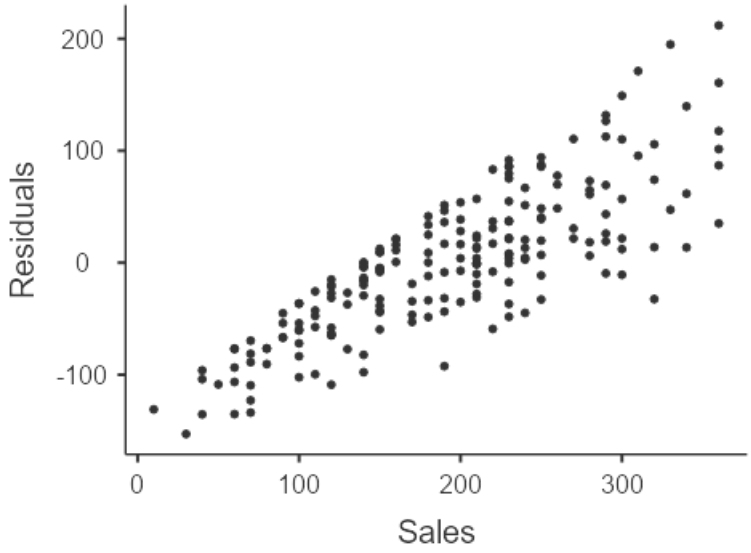
Statistic	**p**
0.990	0.176

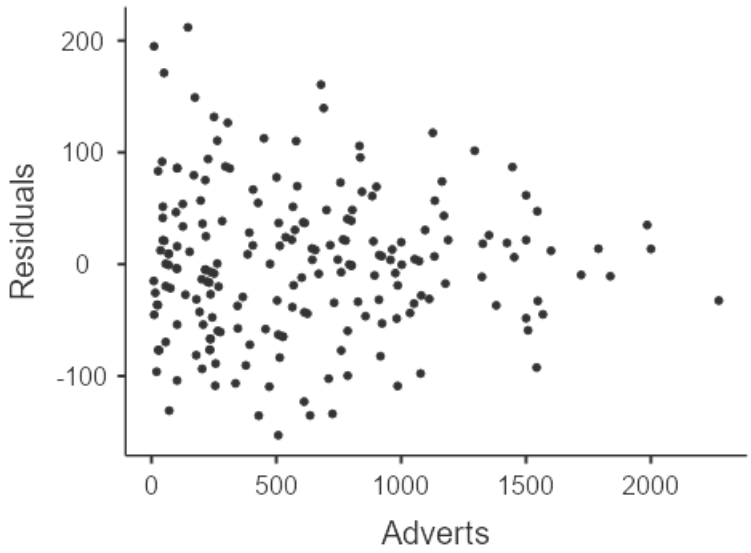
Q-Q Plot



Residuals Plots







References

[1] The jamovi project (2021). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from https://www.jamovi.org.

[2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from https://cran.r-project.org. (R packages retrieved from MRAN snapshot 2020-08-24).

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