Survey Resoponses Codes

2024-04-30

Mean, Standard Deviation and Factoring the Data

Author: Aeron Jesse Edombingo

All files from rmd files folder is merged into one file and here it is. Before running the codes please set this folder as working directory and install ggplot2, dplyr, tidyr, and gridExtra. Thank you!

```
# Import CSV file to R
filecsv <- read.csv("musicstreaming.csv")</pre>
# Performance Expectancy
# Find mean and standard deviation for PE1
PE1 <- filecsv$Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music..
PE1_Mean <- mean(PE1)
PE1_SD <- sd(PE1)
# Print mean and standard deviation for PE1
PE1_Mean
## [1] 4.492537
PE1_SD
## [1] 0.8415918
# Find mean and standard deviation for PE2
PE2 <- filecsv$Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.
PE2_Mean <- mean(PE2)</pre>
PE2_SD <- sd(PE2)
# Print mean and standard deviation for PE2
PE2_Mean
## [1] 4.283582
PE2_SD
## [1] 0.9970558
# Find mean and standard deviation for PE3
PE3 <- filecsv$Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.mus
PE3_Mean <- mean(PE3)
PE3_SD <- sd(PE3)
# Print mean and standard deviation for PE3
PE3_Mean
```

[1] 4.373134

```
PE3_SD
## [1] 0.95085
# Find mean and standard deviation for PE4
PE4 <- filecsv$Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.m
PE4_Mean <- mean(PE4)
PE4_SD <- sd(PE4)
# Print mean and standard deviation for PE4
PE4_Mean
## [1] 4.358209
PE4_SD
## [1] 0.9801282
# Find mean and standard deviation for EE1
EE1 <- filecsv$Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandable
EE1_Mean <- mean(EE1)</pre>
EE1_SD <- sd(EE1)
# Print mean and standard deviation for EE1
EE1_Mean
## [1] 4.089552
EE1_SD
## [1] 0.9330845
# Find mean and standard deviation for EE2
EE2 <- filecsv$Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.p
EE2_Mean <- mean(EE2)</pre>
EE2_SD <- sd(EE2)
# Print mean and standard deviation for EE2
EE2_Mean
## [1] 4.298507
EE2_SD
## [1] 1.000226
# Find mean and standard deviation for EE3
EE3 <- filecsv$Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Streami
EE3_Mean <- mean(EE3)
EE3_SD <- sd(EE3)
# Print mean and standard deviation for EE3
EE3\_Mean
## [1] 3.940299
EE3_SD
## [1] 1.042732
```

```
# Find mean and standard deviation for EE4
EE4 <- filecsv$Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy.
EE4_Mean <- mean(EE4)
EE4 SD <- sd(EE4)
# Print mean and standard deviation for EE4
EE4_Mean
## [1] 4.164179
EE4_SD
## [1] 0.9144797
# Factor the responses
A1 <- factor(filecsv$Do.you.think.using.Digital.Music.Streaming.Platform.is.a.good.way.to.discover.and.
A2 <- factor(filecsv$Does.Digital.Music.Streaming.Platform.make.exploring.new.music.interesting.for.you
A3 <- factor(filecsv$Do.you.find.using.Digital.Music.Streaming.Platform.enjoyable., levels = c("Yes", "
A4 <- factor(filecsv$Do.you.like.using.Digital.Music.Streaming.Platform.as.your.primary.music.streaming
SI1 <- factor(filecsv$Do.people.who.share.similar.music.interests.as.you.think.that.you.should.use.Digi
SI2 <- factor(filecsv$Do.people.whose.music.taste.you.respect.think.that.you.should.use.Digital.Music.S
SI3 <- factor(filecsv$Has.the.endorsement.of.musicians.or.influencers.influenced.your.decision.to.use.D
FC2 <- factor(filecsv$Do.you.have.a.stable.internet.connection.to.use.Digital.Music.Streaming.Platform.
FC3 <- factor(filecsv$Do.you.find.Digital.Music.Streaming.Platform.compatible.with.other.devices.or.pla
FC01 <- factor(filecsv$Is.there.a.dedicated.support.team.available.for.assistance.with.any.issues.you.e
SE1 <- factor(filecsv$Have.you.ever.discover.new.music.effectively.using.Digital.Music.Streaming.Platfo
SE2 <- factor(filecsv$Have.you.ever.troubleshoot.and.resolve.any.technical.issues.you.encounter.on.Digi
SE3 <- factor(filecsv$Have.you.ever.effectively.curate.and.manage.your.music.library.on.Digital.Music.S
AX1 <- factor(filecsv$Do.you.feel.anxious.about.missing.out.on.new.music.releases.if.you.don.t.use.Digi
AX2 <- factor(filecsv$Does.the.thought.of.accidentally.deleting.your.playlists.or.favorite.tracks.on.Di
AX3 <- factor(filecsv$Since.Digital.Music.Streaming.Platform.offers.features.like.playlist.backup..do.y
BI1 <- factor(filecsv$Do.you.intend.to.continue.using.Digital.Music.Streaming.Platform.as.your.primary.
BI2 <- factor(filecsv$Do.you.predict.you.would.explore.and.use.new.features.introduced.on.Digital.Music
BI3 <- factor(filecsv$Do.you.plan.to.recommend.Digital.Music.Streaming.Platform.to.friends.or.family.me
# Merge responses to dataframe
mergeData <- data.frame(</pre>
  ID = c("PE1", "PE2", "PE3", "PE4", "EE1", "EE2", "EE3", "EE4"),
  Strongly_Disagree = c(sum(PE1 == 1), sum(PE2 == 1), sum(PE3 == 1), sum(PE4 == 1), sum(EE1 == 1), sum(
  Disagree = c(sum(PE1 == 2), sum(PE2 == 2), sum(PE3 == 2), sum(PE4 == 2), sum(EE1 == 2), sum(EE2 == 2)
  Neutral = c(sum(PE1 == 3), sum(PE2 == 3), sum(PE3 == 3), sum(PE4 == 3), sum(EE1 == 3), sum(EE2 == 3),
  Agree = c(sum(PE1 == 4), sum(PE2 == 4), sum(PE3 == 4), sum(PE4 == 4), sum(EE1 == 4), sum(EE2 == 4), sum(EE2 == 4)
  Strongly_Agree = c(sum(PE1 == 5), sum(PE2 == 5), sum(PE3 == 5), sum(PE4 == 5), sum(EE1 == 5), sum(EE2
  Mean = c(PE1_Mean, PE2_Mean, PE3_Mean, PE4_Mean, EE1_Mean, EE2_Mean, EE3_Mean, EE4_Mean),
  SD = c(PE1\_SD, PE2\_SD, PE3\_SD, PE4\_SD, EE1\_SD, EE2\_SD, EE3\_SD, EE4\_SD)
)
mergeData2 <- data.frame(</pre>
  ID = c("A1", "A2", "A3", "A4", "SI1", "SI2", "SI3", "FC2", "FC3", "FC01", "SE1", "SE2", "SE3", "AX1",
```

Yes = c(sum(A1 == "Yes"), sum(A2 == "Yes"), sum(A3 == "Yes"), sum(A4 == "Yes"), sum(SI1 == "Yes"), sum

```
No = c(sum(A1 == "No"), sum(A2 == "No"), sum(A3 == "No"), sum(A4 == "No"), sum(SI1 == "No"), sum(SI2 == "No"), sum(A1 == "Neutral"), sum(A2 == "Neutral"), sum(A3 == "Neutral"), sum(A4 == "No"), sum(SI1 == "No"), sum(SI2 == "No"), sum(A3 == "No"), sum(A4 == "No
```

Plotting

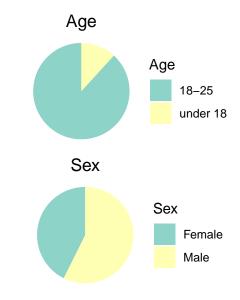
```
Author: Andrey Sumadic
library(ggplot2)
library(dplyr)
##
## Attaching package: 'dplyr'
## The following objects are masked from 'package:stats':
##
##
       filter, lag
## The following objects are masked from 'package:base':
##
##
       intersect, setdiff, setequal, union
library(tidyr)
library(gridExtra)
##
## Attaching package: 'gridExtra'
## The following object is masked from 'package:dplyr':
##
##
       combine
# Read the data
data <- read.csv("survey.csv")</pre>
# Remove rows with missing values
cleaned_data <- na.omit(data)</pre>
# Calculate the total counts per choice for the desired column
column_counts <- cleaned_data %>%
  separate_rows(Have.you.used.any.of.these.music.streaming.platform.for.the.past.week...Can.select.mult
  group_by(Have.you.used.any.of.these.music.streaming.platform.for.the.past.week...Can.select.multiple.
  summarise(count = n())
# Bar graph for the total counts per choice
bar_another_column <- ggplot(column_counts, aes(x = Have.you.used.any.of.these.music.streaming.platform
  geom_bar(stat = "identity") +
  labs(title = "Total Counts per Choice for Another Column") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# Calculate the total device used for the desired column
column_device <- cleaned_data %>%
  separate_rows(What.device.are.you.using.for.streaming.music.online...Can.select.multiple., sep = ", "
```

```
summarise(count = n())
# Bar graph for the total device used
bar_another_device <- ggplot(column_device, aes(x = What.device.are.you.using.for.streaming.music.onlin
  geom_bar(stat = "identity") +
  labs(title = "Device Used") +
  theme(axis.text.x = element text(angle = 45, hjust = 1))
# Pie chart for age
pie_chart_age <- ggplot(cleaned_data, aes(x = "", fill = factor(Age))) +</pre>
  geom_bar(width = 1, position = "fill") +
  coord polar(theta = "y") +
  scale_fill_brewer(palette = "Set3") +
  labs(title = "Age",
      fill = "Age") +
  theme_void() +
  theme(
   plot.title = element_text(hjust = 0.5)
  )
# Pie chart for sex
pie_chart_sex <- ggplot(cleaned_data, aes(x = "", fill = factor(Sex))) +</pre>
  geom_bar(width = 1, position = "fill") +
  coord polar(theta = "y") +
  scale_fill_brewer(palette = "Set3") +
  labs(title = "Sex",
       fill = "Sex") +
  theme void() +
  theme(
   plot.title = element_text(hjust = 0.5)
# Pie chart for education level
pie_chart_education <- ggplot(cleaned_data, aes(x = "", fill = factor(Education_level))) +</pre>
  geom_bar(width = 1, position = "fill") +
  coord_polar(theta = "y") +
  scale_fill_brewer(palette = "Set3") +
  labs(title = "Education Level",
       fill = "Education Level") +
  theme_void() +
  theme(
   plot.title = element_text(hjust = 0.5)
 )
column_countsPE1 <- cleaned_data %>%
  separate_rows(Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music.., s
  group by (Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music...) %%
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnPE1 <- ggplot(column_countsPE1, aes(x = Do.you.find.using.Digital.Music.Streaming.Platform.us
  geom_bar(stat = "identity") +
```

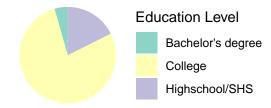
group_by(What.device.are.you.using.for.streaming.music.online...Can.select.multiple.) %>%

```
labs(title = "PE1") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# PE2
column_countsPE2 <- cleaned_data %>%
  separate_rows(Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.,
  group_by(Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.) %>%
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnPE2 <- ggplot(column_countsPE2, aes(x = Does.Digital.Music.Streaming.Platform.enable.you.to.e
  geom_bar(stat = "identity") +
  labs(title = "PE2") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# PE3
column_countsPE3 <- cleaned_data %>%
  separate_rows(Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.mu
  group_by(Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.music.l
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnPE3 <- ggplot(column_countsPE3, aes(x = Do.you.believe.that.using.Digital.Music.Streaming.Pla
  geom_bar(stat = "identity") +
  labs(title = "PE3") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# Now continuing with PE4 to EE4
# PE4
column_countsPE4 <- cleaned_data %>%
  separate_rows(Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.
  group_by(Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.music
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnPE4 <- ggplot(column_countsPE4, aes(x = Do.you.think.using.Digital.Music.Streaming.Platform.w
  geom_bar(stat = "identity") +
  labs(title = "PE4") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# EE1
column_countsEE1 <- cleaned_data %>%
  separate_rows(Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandabl
  group_by(Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandable.) %
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnEE1 <- ggplot(column_countsEE1, aes(x = Do.you.find.navigating.through.Digital.Music.Streamin
  geom_bar(stat = "identity") +
  labs(title = "EE1") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
```

```
column_countsEE2 <- cleaned_data %>%
  separate_rows(Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.
  group_by(Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.playi
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnEE2 <- ggplot(column_countsEE2, aes(x = Do.you.find.Digital.Music.Streaming.Platform.easy.to.</pre>
  geom bar(stat = "identity") +
  labs(title = "EE2") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# EE3
column_countsEE3 <- cleaned_data %>%
  separate_rows(Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Stream
  group_by(Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Streaming.P
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnEE3 <- ggplot(column_countsEE3, aes(x = Do.you.believe.it.would.be.easy.for.you.to.become.ski
  geom_bar(stat = "identity") +
  labs(title = "EE3") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
# EE4
column_countsEE4 <- cleaned_data %>%
  separate_rows(Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy., sep = ", ") %>%
  group_by(Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy.) %>%
  summarise(count = n())
# Bar graph for the total counts per choice
bar_columnEE4 <- ggplot(column_countsEE4, aes(x = Do.you.find.learning.to.use.Digital.Music.Streaming.P
  geom_bar(stat = "identity") +
  labs(title = "EE4") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
grid.arrange(pie_chart_age,pie_chart_sex, pie_chart_education)
```

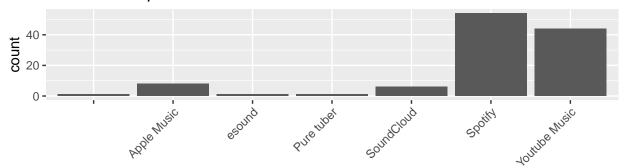


Education Level



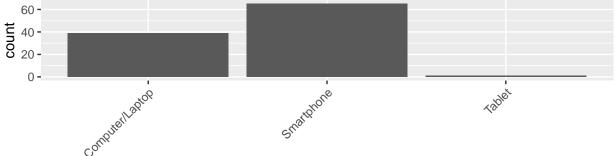
grid.arrange(bar_another_column, bar_another_device)

Total Counts per Choice for Another Column



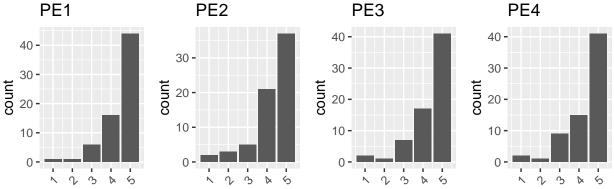
Have.you.used. any. of. these. music. streaming. platform. for. the. past. week... Can. select. multiple and the select of the

Device Used

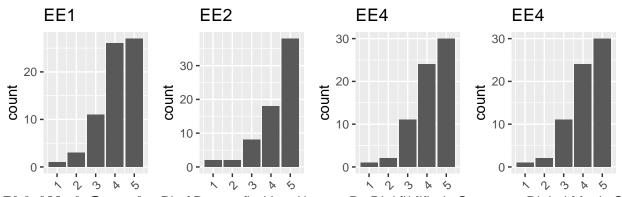


What.device.are.you.using.for.streaming.music.online...Can.select.multiple.

grid.arrange(bar_columnPE1, bar_columnPE2, bar_columnPE3, bar_columnPE4, bar_columnEE1, bar_columnEE2,b



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..Diigiitall..Musiic..Streaming.PlatfoDonyeausfirtd.leser.iming.to.uSe...DigitalnWlesicnSng.to.use.Digital.Music.S

Creating Pie charts for A1-BI3

Author: Aeron Jesse Edombingo

```
# Create Pie Chart for A1-A4
A_data <- list(
  A1 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A1 == "Yes"), sum(A1 == "No"), sum(A1 == "Neutral"))),
  A2 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A2 == "Yes"), sum(A2 == "No"), sum(A2 == "Neutral"))),
  A3 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A3 == "Yes"), sum(A3 == "No"), sum(A3 == "Neutral"))),
  A4 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A4 == "Yes"), sum(A4 == "No"), sum(A4 == "Neutral")))
)
A_plots <- lapply(names(A_data), function(name) {
  data <- A_data[[name]]</pre>
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
```

```
theme_void() +
    theme(legend.position = "bottom")
})
grid.arrange(grobs = A_plots, ncol = 2, top = "Attitude toward using Digital Music Streaming Platform")
             Attitude toward using Digital Music Streaming Platform
       A1
                                                     A2
Response
               Neutral
                                             Response
                                                            Neutral
                          No
                                  Yes
                                                                       No
                                                                               Yes
       A3
                                                     A4
Response
              Neutral
                                             Response
                                                            Neutral
                                                                       No
# Create Pie Chart for SI1-SI3
SI data <- list(
  SI1 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(SI1 == "Yes"), sum(SI1 == "No"), sum(SI1 == "Neutral"))),
  SI2 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(SI2 == "Yes"), sum(SI2 == "No"), sum(SI2 == "Neutral"))),
  SI3 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(SI3 == "Yes"), sum(SI3 == "No"), sum(SI3 == "Neutral")))
)
SI_plots <- lapply(names(SI_data), function(name) {</pre>
  data <- SI_data[[name]]</pre>
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
   theme_void() +
```

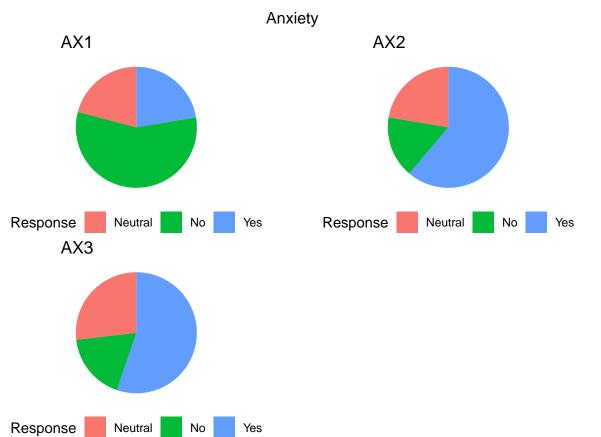
```
theme(legend.position = "bottom")
})
grid.arrange(grobs = SI_plots, ncol = 2, top = "Social Influence")
                                 Social Influence
       SI1
                                                     SI2
Response
               Neutral
                                  Yes
                                              Response
                                                             Neutral
       SI3
Response
              Neutral
# Create Pie Chart for FC2-FC01
FC_data <- list(</pre>
  FC2 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(FC2 == "Yes"), sum(FC2 == "No"), sum(FC2 == "Neutral"))),
  FC3 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(FC3 == "Yes"), sum(FC3 == "No"), sum(FC3 == "Neutral"))),
  FCO1 = data.frame(Response = c("Yes", "No", "Neutral"),
                    Frequency = c(sum(FC01 == "Yes"), sum(FC01 == "No"), sum(FC01 == "Neutral")))
)
FC_plots <- lapply(names(FC_data), function(name) {</pre>
  data <- FC_data[[name]]</pre>
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
```

```
})
grid.arrange(grobs = FC_plots, ncol = 2, top = "Facilitating Conditions")
                              Facilitating Conditions
       FC2
                                                      FC3
Response
                                              Response
               Neutral
                                  Yes
                                                             Neutral
                                                                                 Yes
                          No
                                                                         No
       FCO<sub>1</sub>
Response
               Neutral
# Create Pie Chart for SE1-SE3
SE_data <- list(</pre>
  SE1 = data.frame(Response = c("Yes", "No", "Maybe"),
                    Frequency = c(sum(SE1 == "Yes"), sum(SE1 == "No"), sum(SE1 == "Maybe"))),
  SE2 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(SE2 == "Yes"), sum(SE2 == "No"), sum(SE2 == "Maybe"))),
  SE3 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(SE3 == "Yes"), sum(SE3 == "No"), sum(SE3 == "Maybe")))
)
SE_plots <- lapply(names(SE_data), function(name) {</pre>
  data <- SE_data[[name]]</pre>
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
```

theme(legend.position = "bottom")

})





```
# Create Pie Chart for BI1-BI3
BI data <- list(
  BI1 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI1 == "Yes"), sum(BI1 == "No"), sum(BI1 == "Maybe"))),
  BI2 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI2 == "Yes"), sum(BI2 == "No"), sum(BI2 == "Maybe"))),
  BI3 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI3 == "Yes"), sum(BI3 == "No"), sum(BI3 == "Maybe")))
)
BI_plots <- lapply(names(BI_data), function(name) {</pre>
  data <- BI_data[[name]]</pre>
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
        fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})
grid.arrange(grobs = BI_plots, ncol = 2, top = "Behavioral Intention")
```

