

SurveyQuestionCodes

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```
# Import CSV file to R
filecsv <- read.csv("musicstreaming.csv")

# Find mean and standard deviation
PE1 <- filecsv$Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music..
length(PE1)

## [1] 67
PE1_Mean <- mean(PE1)
PE1_SD <- sd(PE1)

PE2 <- filecsv$Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.
length(PE2)

## [1] 67
PE2_Mean <- mean(PE2)
PE2_SD <- sd(PE2)

PE3 <- filecsv$Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.mus.
length(PE3)

## [1] 67
PE3_Mean <- mean(PE3)
PE3_SD <- sd(PE3)

PE4 <- filecsv$Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.m
length(PE4)

## [1] 67
PE4_Mean <- mean(PE4)
PE4_SD <- sd(PE4)

EE1 <- filecsv$Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandable
length(EE1)

## [1] 67
EE1_Mean <- mean(EE1)
EE1_SD <- sd(EE1)

EE2 <- filecsv$Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.p
length(EE2)
```

```
## [1] 67
```

```
EE2_Mean <- mean(EE2)
EE2_SD <- sd(EE2)
```

```
EE3 <- filecsv$Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Streaming.
length(EE3)
```

```
## [1] 67
```

```
EE3_Mean <- mean(EE3)
EE3_SD <- sd(EE3)
```

```
EE4 <- filecsv$Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy.
length(EE4)
```

```
## [1] 67
```

```
EE4_Mean <- mean(EE4)
EE4_SD <- sd(EE4)
```

```
# 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$Do.you.find.using.Digital.Music.Streaming.Platform.enjoyable., levels = c("Yes", "I
A4 <- factor(filecsv$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.en
```

```
SE1 <- factor(filecsv$Have.you.ever.discover.new.music.effectively.using.Digital.Music.Streaming.Platform
SE2 <- factor(filecsv$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.Dig
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.mer
```

```
# Merge responses to dataframe
```

```
mergeData <- data.frame(
  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), s
  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(
  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
  Neutral = c(sum(A1 == "Neutral"), sum(A2 == "Neutral"), sum(A3 == "Neutral"), sum(A4 == "Neutral"), s
)

# Write CSV file
write.csv(mergeData, file = "Survey Data (PE1-EE4).csv", row.names = FALSE)
write.csv(mergeData2, file = "Survey Data (A1-BI3).csv", row.names = FALSE)

```