DV: Clout

IVs: power, authentic affiliation and tone

Step 1:

* Xs and Y have to be scale: yes
* Normal: N > 30, assume it is normal
* Random selection: nah, random assignment: nah
* Homoscedasticity: fitted against y (predicted scores plotted with Y): no

Step 2:

R: power, authentic affiliation and tone predict clout bs = / 0

N: power, authentic affiliation and tone do not predict could bs = 0

Step 3:

Call:

lm(formula = Clout ~ power + Authentic + affiliation + Tone,

data = multiple)

Residuals:

Min 1Q Median 3Q Max

-105.003 -14.176 0.789 17.029 52.635

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) 63.872053 0.191706 333.178 < 2e-16 \*\*\*

power 0.140786 0.014936 9.426 < 2e-16 \*\*\*

Authentic -0.177025 0.002789 -63.469 < 2e-16 \*\*\*

affiliation 2.104706 0.022023 95.567 < 2e-16 \*\*\*

Tone 0.018663 0.002908 6.417 1.4e-10 \*\*\*

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Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 22.45 on 58426 degrees of freedom

(3 observations deleted due to missingness)

Multiple R-squared: 0.1971, Adjusted R-squared: 0.197

F-statistic: 3585 on 4 and 58426 DF, p-value: < 2.2e-16

Beta:

> lm.beta(output)

power Authentic affiliation Tone

0.03529552 -0.23602479 0.35732138 0.02413521

Step 4

qt(.05/2, 58426, lower.tail = F)

+ and – 1.96

Step 5

T found

power 0.140786 0.014936 9.426 < 2e-16 \*\*\*

Authentic -0.177025 0.002789 -63.469 < 2e-16 \*\*\*

affiliation 2.104706 0.022023 95.567 < 2e-16 \*\*\*

Tone 0.018663 0.002908 6.417 1.4e-10 \*\*\*

Step 6

Power = reject

Authentic = reject

Affiliation = reject

Tone = reject