



$$\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum V_i}{V_t} \right)$$



what is Cronbach's alpha?









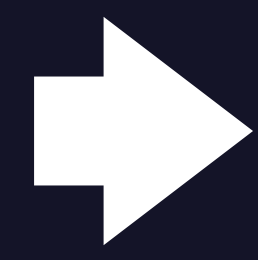
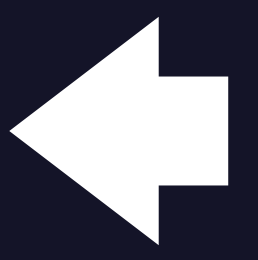






# what is Cronbach's alpha?

it is calculated with the general formula:


$$\alpha = \frac{k}{k - 1} \left( 1 - \frac{\sum V_i}{V_t} \right)$$

where  $k$  = number of items,  $V_i$  = item variance and  $V_t$  is variance of total scores.

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.584	.584	13

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
When something bad happens to MFC, I feel bad.	36.71	29.758	.537	.982	.510
When something bad about MFC appears in the media, I feel hurt.	37.07	36.533	-.080	.915	.618
When my friends laugh at MFC, I feel hurt.	37.50	32.115	.244	.799	.563
I learn from the acts of MFC.	36.36	36.401	-.052	.865	.607
I often have the same point of view as MFC.	37.50	32.269	.292	.936	.555
I can empathise with the emotions of MFC.	35.79	33.412	.377	.865	.554
MFC is like a family member to me.	37.93	23.148	.769	.884	.404
I talk about MFC like I talk about my friends.	37.64	33.478	.105	.891	.593
I feel connected to MFC as I do to my friends.	37.93	29.610	.352	.948	.537
Being able to follow MFC on Facebook or Twitter makes me feel close to him/her.	37.36	33.786	.066	.712	.604
I have tried to get in contact with MFC.	38.86	32.286	.368	.924	.546
I believe it is important to know everything about MFC.	38.07	36.533	-.103	.892	.637
Sometimes I actively search for information on MFC.	36.43	29.802	.357	.630	.536

(calculated and cross-validated with SPSS and Excel)

