HYPOTHESIS 1

Reliability

[DataSet1] /Users/joellecho/Documents/Documents - Joelle's MacBook Air (2)/2022-2023/22fall/bus2138/proj_final/BUS2_G8_Survey_November 27, 2022_15.10.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	62	92.5
	Excluded[a]	5	7.5
	Total	67	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[Starting Question] Opinion/Preference regarding Metaverse in general - 2) I would like to see more applications of metaverse in my daily life.	6.19	5.011	.766	.816
[Starting Question] Opinion/Preference regarding Metaverse in general - 3) I think that Metaverse will maximize the communication in virtual reality.	5.66	4.752	.709	.865
[Starting Question] Opinion/Preference regarding Metaverse in general - 4) I would like to use metaverse in the near future	6.02	4.410	.801	.779

According to the Cronbach Alpha if Item deleted, new variable "h1_dv1" was created using all three attributes.
h1_dv1 = (Q1-2-2 + Q1-2-3 + Q1-2-4)/3

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Starting Question] Opinion/Preference regarding Metaverse in general - 1) I think metaverse is effective in general[b]	.	Enter

a. Dependent Variable: h1_dv1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635[a]	.403	.393	.82110

a. Predictors: (Constant), [Starting Question] Opinion/Preference regarding Metaverse in general - 1) I think metaverse is effective in general

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.297	1	27.297	40.488	<.001[b]
	Residual	40.452	60	.674		
	Total	67.749	61			

a. Dependent Variable: h1_dv1

b. Predictors: (Constant), [Starting Question] Opinion/Preference regarding Metaverse in general - 1) I think metaverse is effective in general

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	.760	.364		2.087
	[Starting Question] Opinion/Preference regarding Metaverse in general - 1) I think metaverse is effective in general	.769	.121	.635	6.363

Coefficients[a]

Model		Sig.
1	(Constant)	.041
	[Starting Question] Opinion/Preference regarding Metaverse in general - 1) I think metaverse is effective in general	<.001

a. Dependent Variable: h1_dv1

(After Scenario)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	62	92.5
	Excluded[a]	5	7.5
	Total	67	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.925	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[Ending Question] Opinion/Preference Regarding Metaverse in general - 2) I would like to see more applications of metaverse in my daily life.	6.68	5.075	.880	.866
[Ending Question] Opinion/Preference Regarding Metaverse in general - 3) I think that Metaverse will maximize the communication in virtual reality.	6.42	6.051	.772	.950
[Ending Question] Opinion/Preference Regarding Metaverse in general - 4) I would like to use metaverse in the near future	6.52	5.237	.899	.850

According to the Cronbach's Alpha if Item deleted number, the new variables were made using all three attributes agian.
h1_dv2 = (Q4_2 + Q4_3 + Q4_4) / 3

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	[Ending Question] Opinion/Preference Regarding Metaverse in general - 1) I think metaverse is effective in general[b]	.	Enter

a. Dependent Variable: h1_dv2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772[a]	.596	.589	.73502

a. Predictors: (Constant), [Ending Question] Opinion/Preference Regarding Metaverse in general - 1) I think metaverse is effective in general

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.771	1	47.771	88.424	<.001[b]
	Residual	32.415	60	.540		
	Total	80.186	61			

a. Dependent Variable: h1_dv2

b. Predictors: (Constant), [Ending Question] Opinion/Preference Regarding Metaverse in general - 1) I think metaverse is effective in general

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	.255	.334		.764
	[Ending Question] Opinion/Preference Regarding Metaverse in general - 1) I think metaverse is effective in general	.886	.094	.772	9.403

Coefficients[a]

Model		Sig.
1	(Constant)	.448
	[Ending Question] Opinion/Preference Regarding Metaverse in general - 1) I think metaverse is effective in general	<.001

a. Dependent Variable: h1_dv2

HYPOTHESIS 2

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion	2.71	62	1.246	.158
	[After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	3.31	62	1.034	.131
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion.	2.61	62	1.092	.139
	[After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	3.53	62	1.097	.139

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Significance Two-Sided p
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion & [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	62	-.184	.076	.152
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. & [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	62	.572	<.001	<.001

Paired Samples Test

		Paired Differences Mean	Std. Deviation	Std. Error Mean	95% Confidence ... Lower
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion - [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	-.597	1.760	.223	-1.044
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. - [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	-.919	1.013	.129	-1.177

Paired Samples Test

		Paired ... 95% Confidence Interval of the ... Upper	t	df	Significance One-Sided p
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion - [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	-.150	-2.670	61	.005
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. - [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	-.662	-7.146	61	<.001

Paired Samples Test

		Significance Two-Sided p
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion - [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	.010
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. - [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	<.001

Paired Samples Effect Sizes

			Standardizer[a]	Point Estimate	95% … Lower
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion - [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	Cohen's d	1.760	-.339	-.594
		Hedges' correction	1.782	-.335	-.587
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. - [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	Cohen's d	1.013	-.908	-1.201
		Hedges' correction	1.026	-.896	-1.186

Paired Samples Effect Sizes

			95% … Upper
Pair 1	Brands with or without Metaverse - 1) I am familiar with the brands that uses metaverse for their promotion - [After watching Nikeland Video] ..... - 1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	Cohen's d	-.082
		Hedges' correction	-.081
Pair 2	Brands with or without Metaverse - 3) I would be more interested if company/brand uses metaverse for their promotion. - [After watching Nikeland Video] ..... - 3) I think using metaverse would be effective for company's promotion	Cohen's d	-.609
		Hedges' correction	-.601

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

HYPOTHESIS 3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	62	92.5
	Excluded[a]	5	7.5
	Total	67	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
[After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	6.92	3.715	.498	.849
[After watching the "Education in Metaverse" youtube video] .... - 2) Education using metaverse seems more interesting than the one doesn't	6.55	3.235	.701	.636
[After watching the "Education in Metaverse" youtube video] .... - 3) I think the application of metaverse in education industry would maximize the effectiveness of education.	6.66	3.146	.701	.633

According to the reliability test results, the new variable was created using Q3-3-2 and Q3-3-3
h3_iv = (Q3_3_2+Q3_3_3)/2

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	h3_iv[b]	.	Enter

a. Dependent Variable: [After watching the "Education in Metaverse" youtube video] .... - 4) I would choose education using metaverse platform over the one without it.

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748[a]	.560	.552	.785

a. Predictors: (Constant), h3_iv

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.966	1	46.966	76.222	<.001[b]
	Residual	36.970	60	.616		
	Total	83.935	61			

a. Dependent Variable: [After watching the "Education in Metaverse" youtube video] .... - 4) I would choose education using metaverse platform over the one without..

b. Predictors: (Constant), h3_iv

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.118	.374		-.315	.754
	h3_iv	.911	.104	.748	8.731	<.001

a. Dependent Variable: [After watching the "Education in Metaverse" youtube video] .... - 4) I would choose education using metaverse platform over the one without it.

HYPOTHESIS 4

T-Test

[DataSet1] /Users/joellecho/Documents/Documents - Joelle's MacBook Air (2)/2022-2023/22fall/bus2138/proj_final/BUS2_G8_Survey_November 27, 2022_15.10.sav

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry	2.15	62	1.213	.154
	[After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	3.15	62	1.053	.134

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Significance Two-Sided p
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry & [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	62	.355	.002	.005

Paired Samples Test

		Paired Differences			
					95% Confidence ...
		Mean	Std. Deviation	Std. Error Mean	Lower
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry - [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	-1.000	1.293	.164	-1.328

Paired Samples Test

		Paired ...			Significance
		95% Confidence Interval of the...			
		Upper	t	df	One-Sided p
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry - [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	-.672	-6.089	61	<.001

Paired Samples Test

		Significance
		Two-Sided p
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry - [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	<.001

Paired Samples Effect Sizes

			Standardizer[a]	Point Estimate	95% ... Lower
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry - [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	Cohen's d	1.293	-.773	-1.055
		Hedges' correction	1.309	-.764	-1.042

Paired Samples Effect Sizes

			95% ... Upper
Pair 1	Opinion/Preference about metaverse in Education Industry - 1) I am familiar with the metaverse in education industry - [After watching the "Education in Metaverse" youtube video] .... - 1) I am familiar with the metaverse in education industry	Cohen's d	-.487
		Hedges' correction	-.481

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.