

MTUAS Exploration

Joyvalerie Mondejar, Gwyn Omar Magoncia

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Contents

| | | |
|----------|-----------------------------|----------|
| 1 | Introduction | 1 |
| 2 | Results | 1 |
| 2.1 | Demographics | 1 |
| 2.2 | Subscale Scores | 2 |
| 2.3 | Exploration Plots | 12 |

1 Introduction

2 Results

2.1 Demographics

Table 1: Gender breakdown

| Gender | Count | Percent |
|--------|-------|---------|
| Male | 10 | 31.2 |
| Female | 22 | 68.8 |

Table 2: Age breakdown

| Age | Count | Percent |
|-------|-------|---------|
| 18-30 | 1 | 3.1 |
| 31-40 | 3 | 9.4 |
| 41-50 | 4 | 12.5 |
| 51-60 | 12 | 37.5 |
| 61-70 | 6 | 18.8 |
| 70+ | 6 | 18.8 |

2.2 Subscale Scores

Table 3: Males had lower overall media and technology scores

| Gender | Mean | Median |
|--------|------|--------|
| Male | 200 | 204 |
| Female | 254 | 262 |

Table 4:

| Age | Mean | Median |
|-------|------|--------|
| 18-30 | 236 | 236 |
| 31-40 | 237 | 258 |
| 41-50 | 264 | 239 |
| 51-60 | 273 | 258 |
| 61-70 | 227 | 210 |
| 70+ | 159 | 150 |

Table 5: Males use smart phone less frequently for media and technology

| Gender | Mean | Median |
|--------|----------|--------|
| Male | 38.30000 | 38.0 |
| Female | 50.04545 | 47.5 |

Table 6: Older participants had less utilization of smart phone

| Age | Mean | Median |
|-------|----------|--------|
| 18-30 | 61.00000 | 61.0 |
| 31-40 | 57.00000 | 62.0 |
| 41-50 | 60.25000 | 60.5 |
| 51-60 | 51.41667 | 46.0 |
| 61-70 | 46.00000 | 37.0 |
| 70+ | 19.66667 | 15.0 |

Table 7: Males had lesser social media usage

| Gender | Mean | Median |
|--------|----------|--------|
| Male | 17.20000 | 9.0 |
| Female | 40.68182 | 42.5 |

Table 8: 41 to 60 years old used smart phone more frequently

| Age | Mean | Median |
|-------|----------|--------|
| 18-30 | 0.00000 | 0.0 |
| 31-40 | 14.00000 | 0.0 |
| 41-50 | 43.75000 | 42.5 |
| 51-60 | 45.66667 | 46.0 |
| 61-70 | 29.66667 | 27.5 |
| 70+ | 20.66667 | 20.5 |

Table 9: Internet searching are equally being used by males and females

| Gender | Mean | Median |
|--------|------|--------|
| Male | 18.6 | 18 |
| Female | 18.0 | 20 |

Table 10: Internet searching by age

| Age | Mean | Median |
|-------|----------|--------|
| 18-30 | 26.00000 | 26.0 |
| 31-40 | 24.33333 | 27.0 |
| 41-50 | 21.25000 | 20.5 |
| 51-60 | 20.16667 | 19.5 |
| 61-70 | 16.50000 | 19.0 |
| 70+ | 9.50000 | 8.0 |

Table 11: Males and females had the same frequency of email activities

| Gender | Mean | Median |
|--------|----------|--------|
| Male | 19.30000 | 16.5 |
| Female | 21.22727 | 20.5 |

Table 12: Males at 61- 70 years are attending emails more frequently followed by the younger males

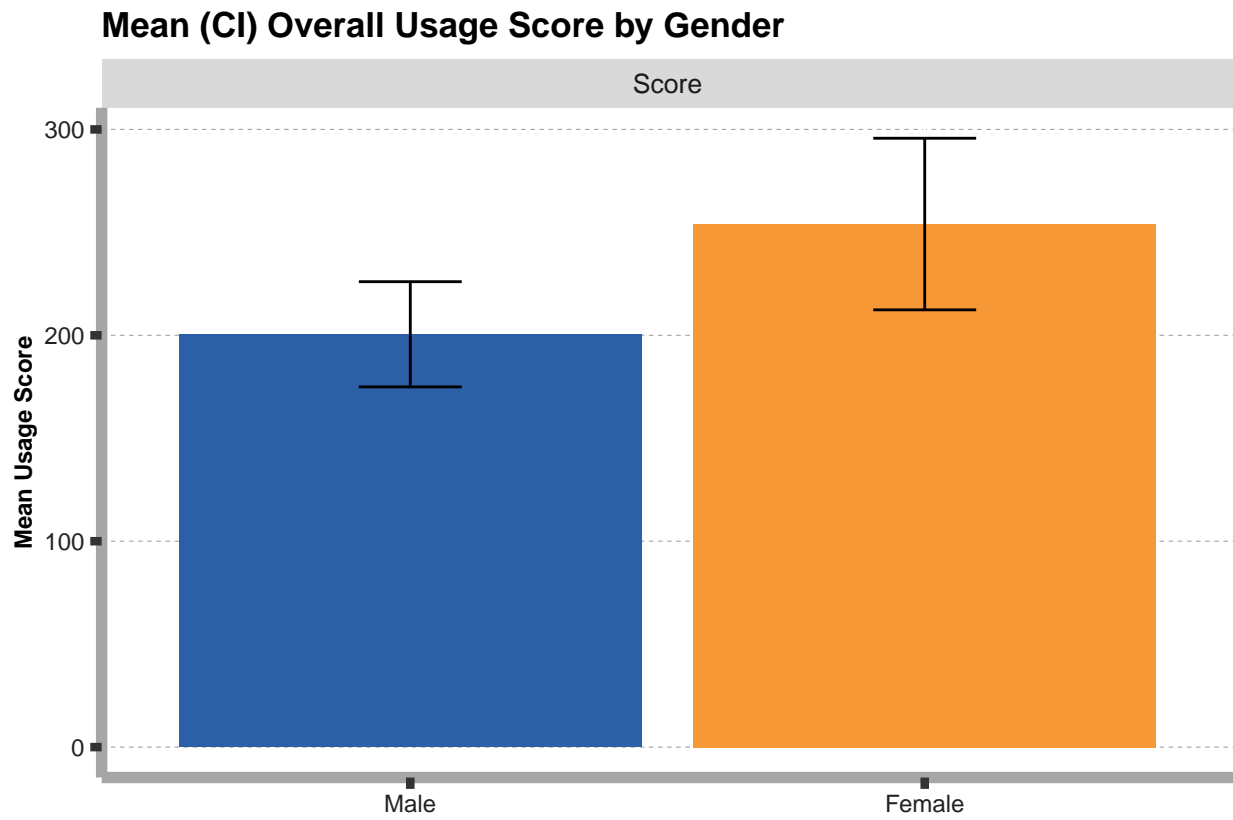
| Age | Mean | Median |
|-------|----------|--------|
| 18-30 | 28.00000 | 28.0 |
| 31-40 | 15.33333 | 17.0 |
| 41-50 | 19.25000 | 13.5 |
| 51-60 | 25.08333 | 22.5 |
| 61-70 | 22.16667 | 24.0 |
| 70+ | 12.50000 | 15.5 |

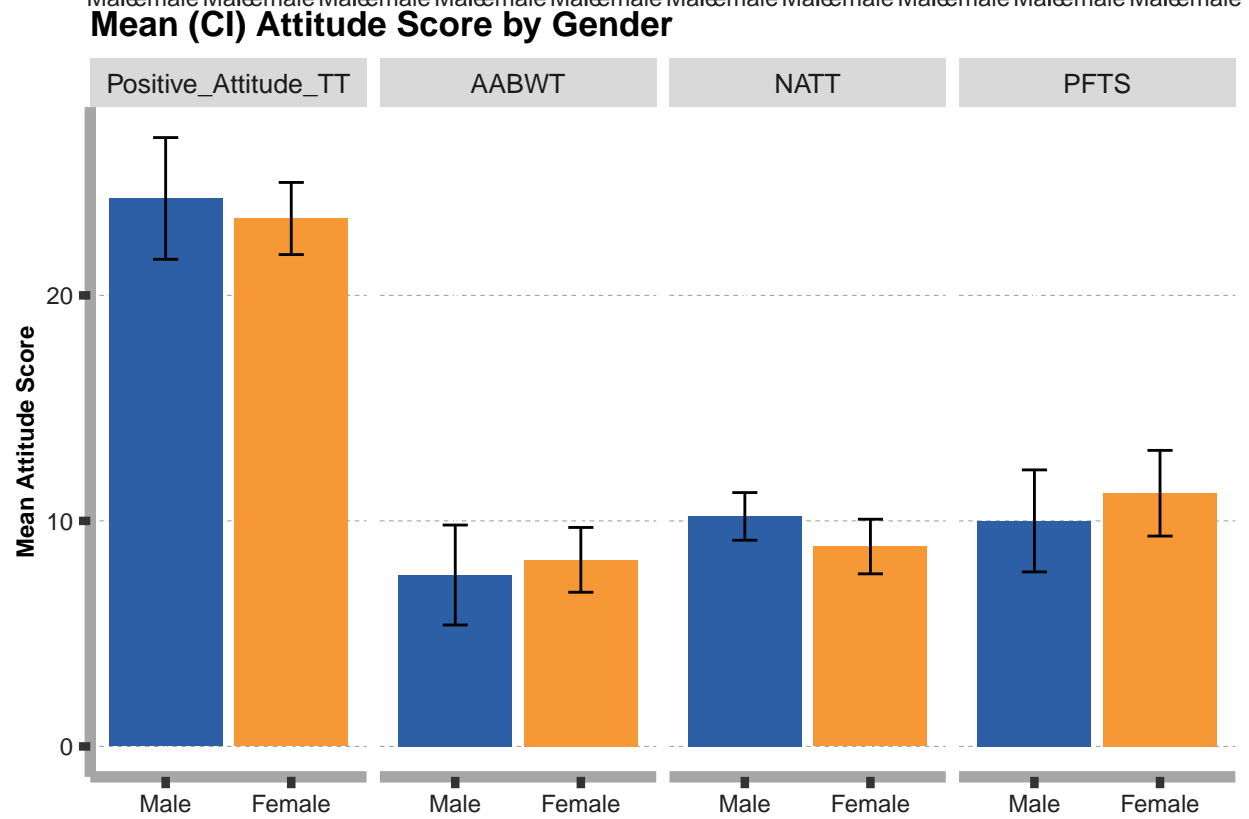
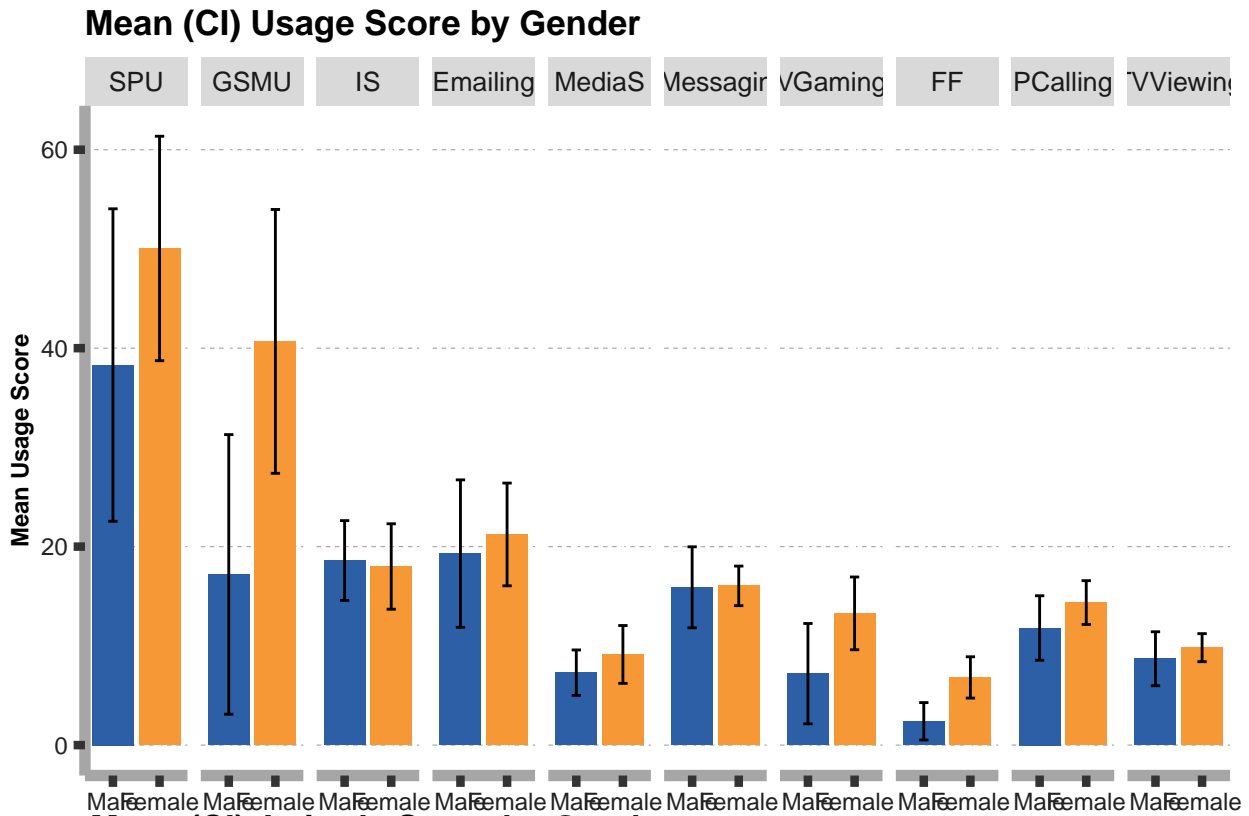
Table 13: Media Sharing by Gender

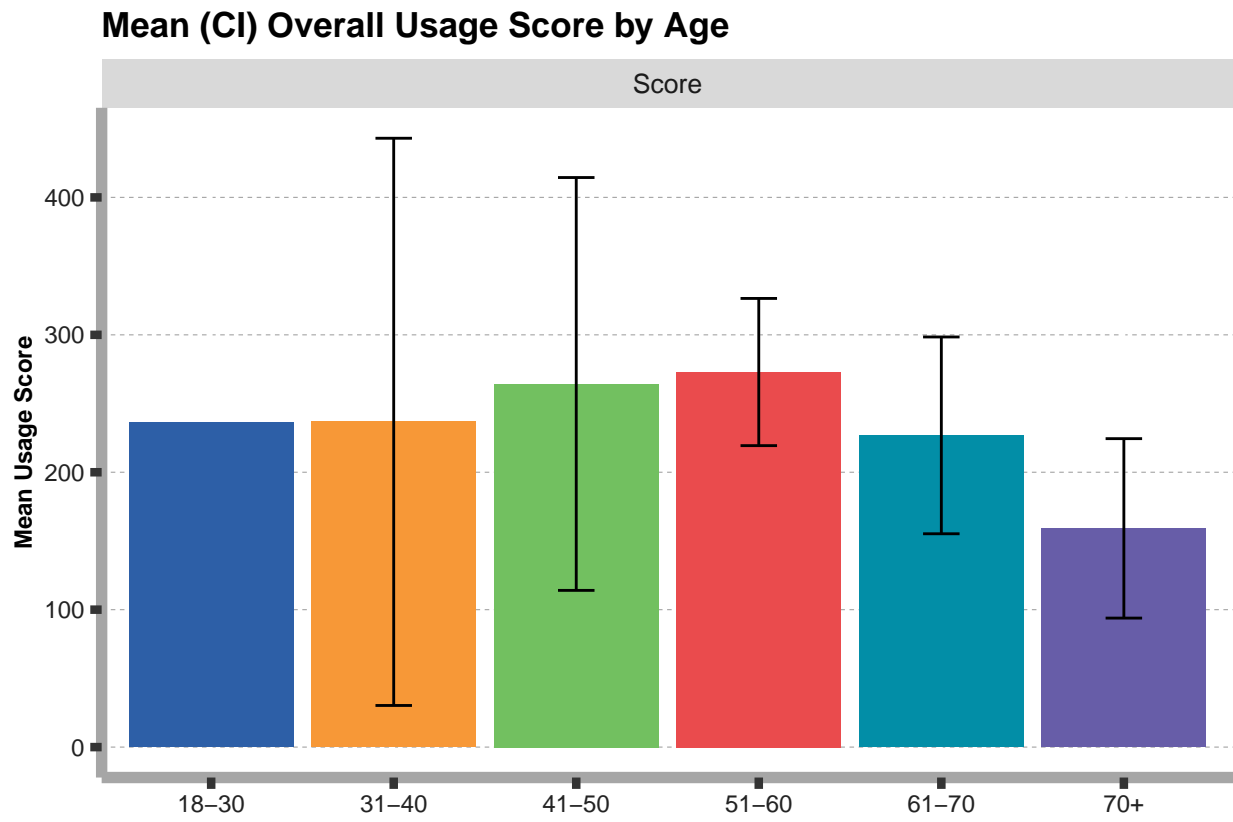
| Gender | Mean | Median |
|--------|----------|--------|
| Male | 7.300000 | 6.5 |
| Female | 9.136364 | 6.0 |

Table 14: Media Sharing by Age

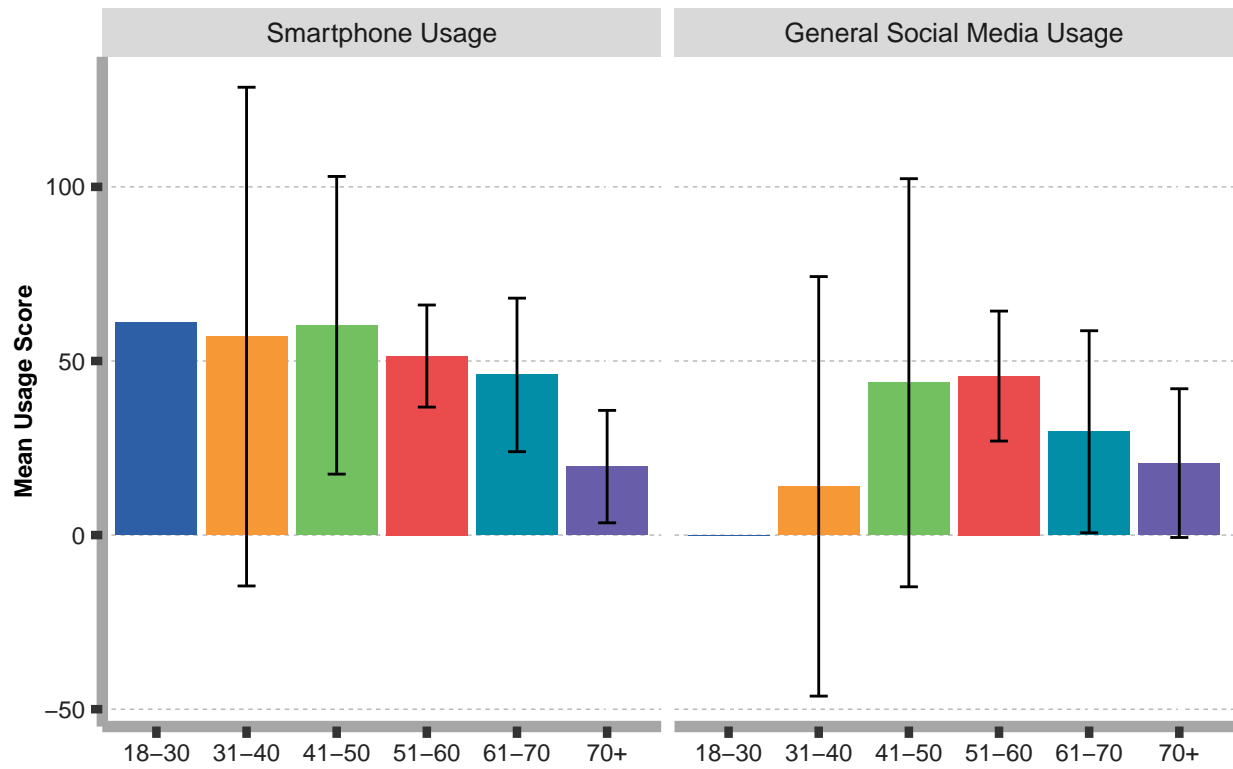
| Age | Mean | Median |
|-------|----------|--------|
| 18-30 | 10.00000 | 10.0 |
| 31-40 | 14.00000 | 15.0 |
| 41-50 | 7.25000 | 6.5 |
| 51-60 | 10.58333 | 7.5 |
| 61-70 | 5.50000 | 5.5 |
| 70+ | 5.50000 | 4.5 |



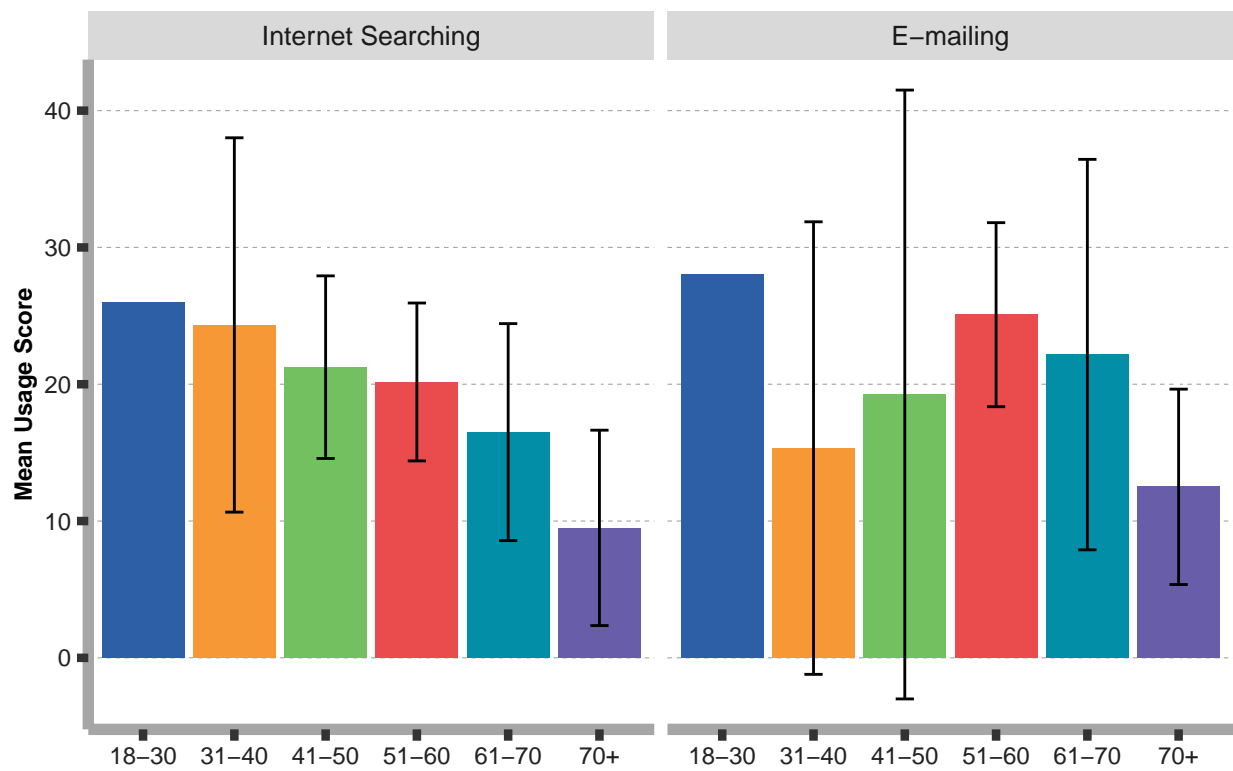




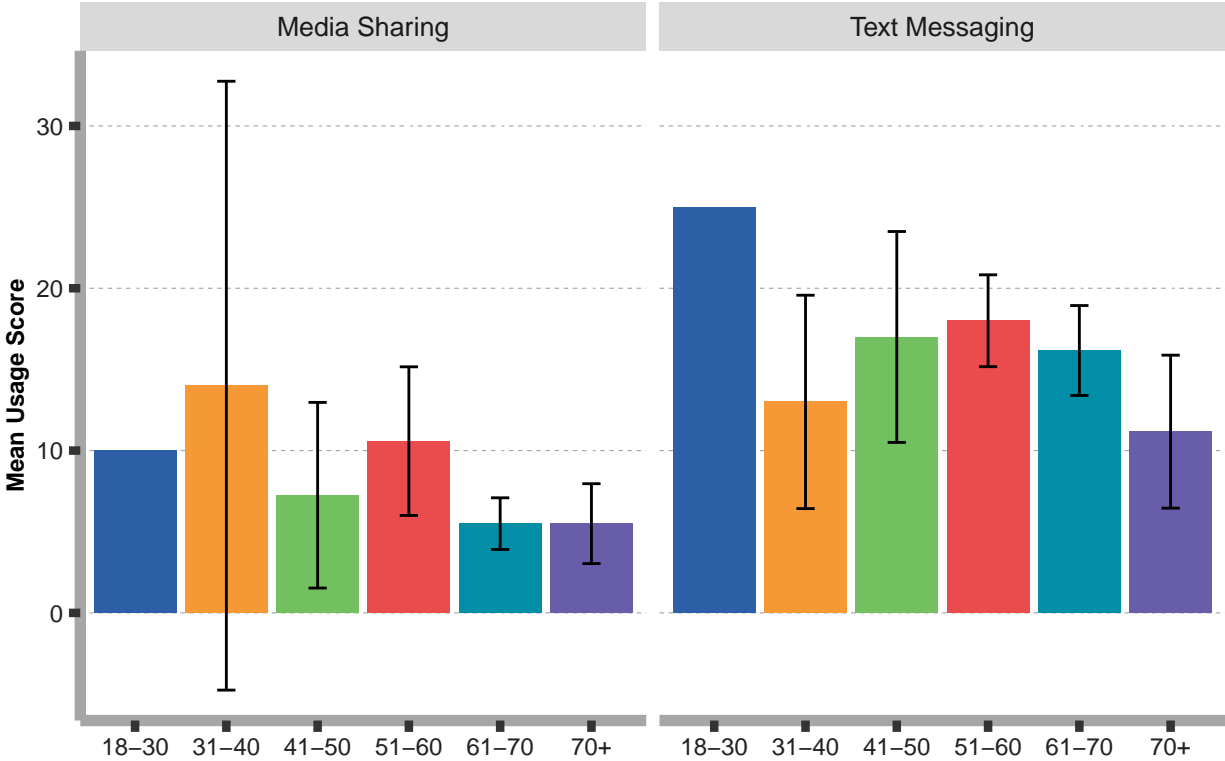
Mean (CI) Usage Score by Age



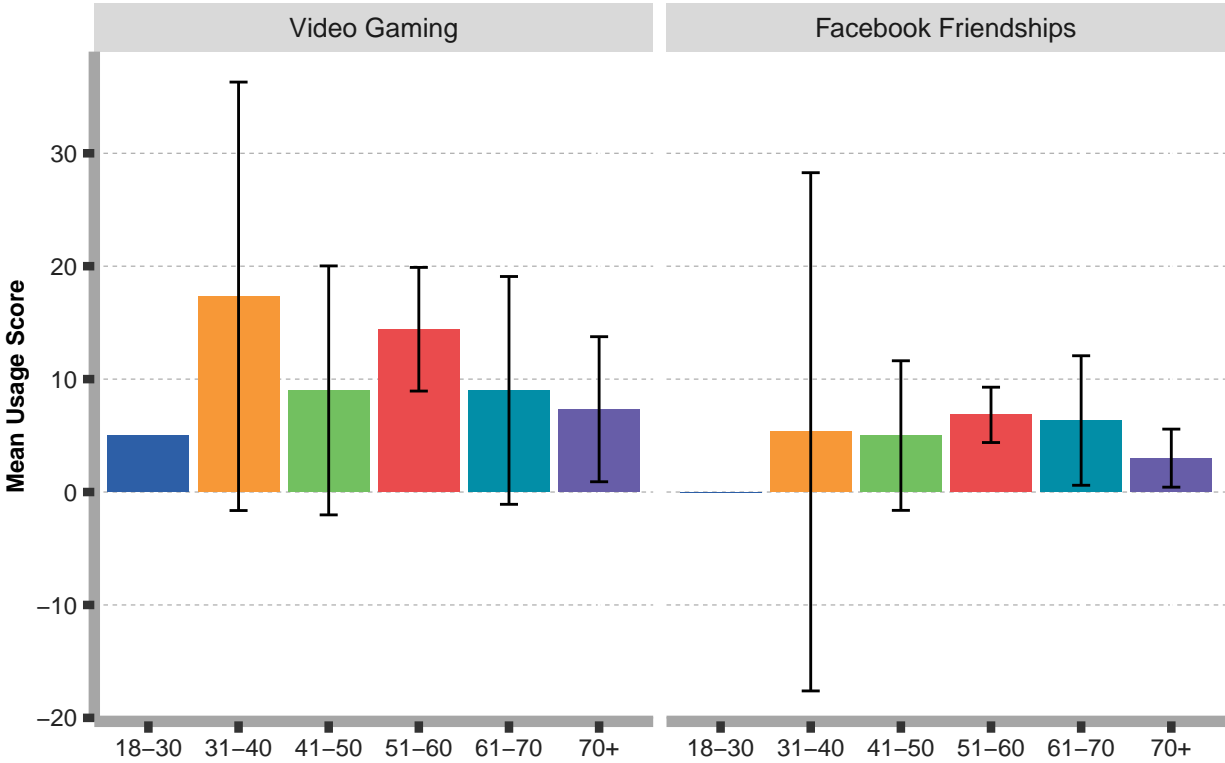
Mean (CI) Usage Score by Age



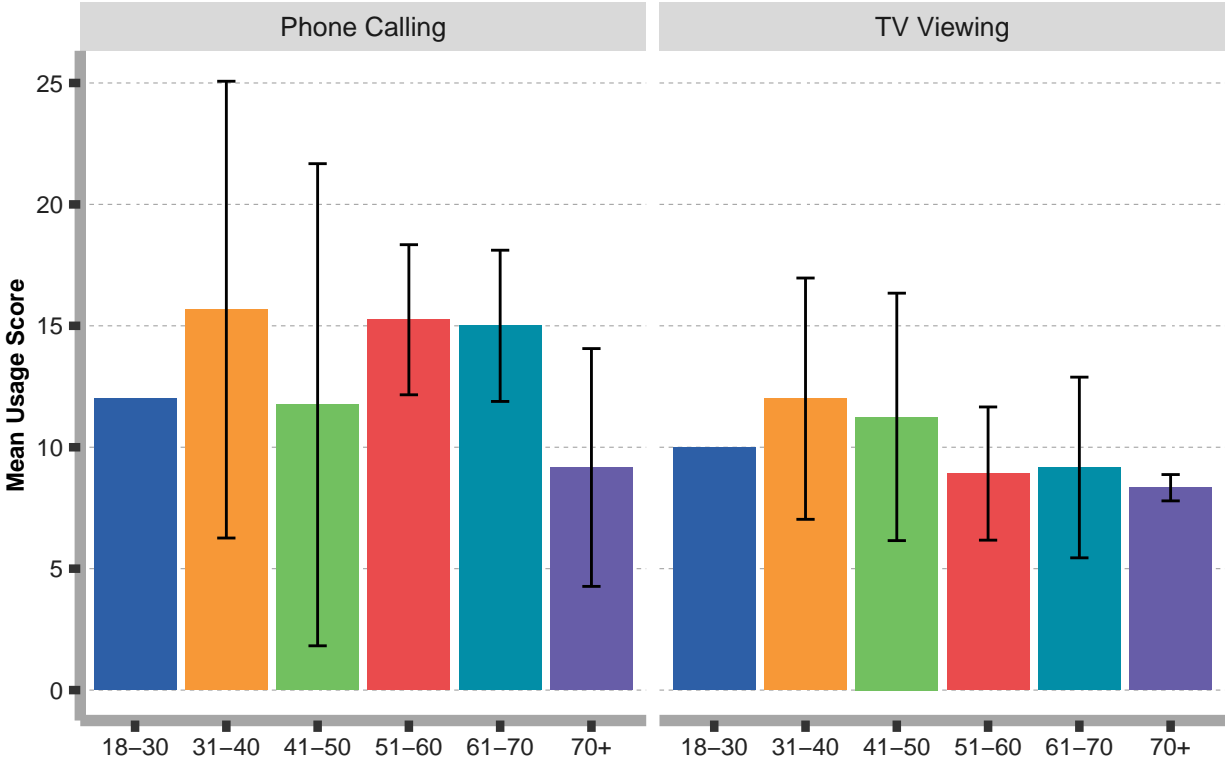
Mean (CI) Usage Score by Age



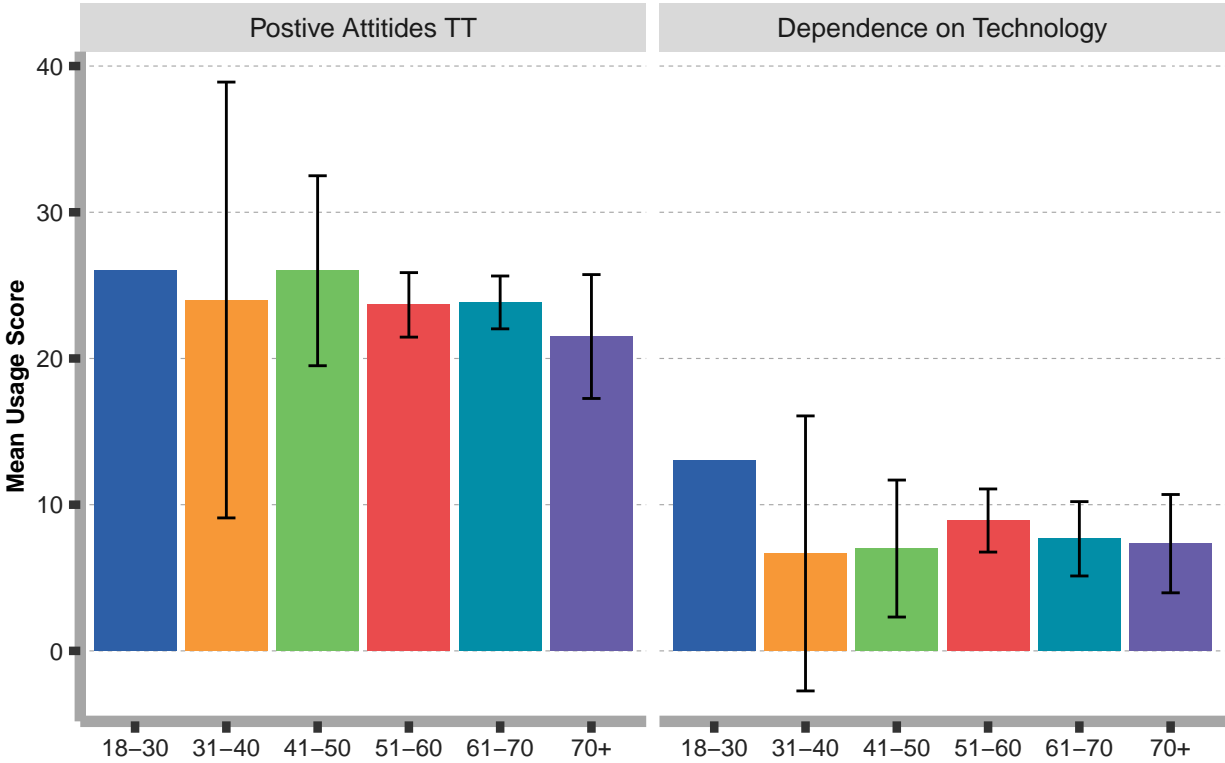
Mean (CI) Usage Score by Age



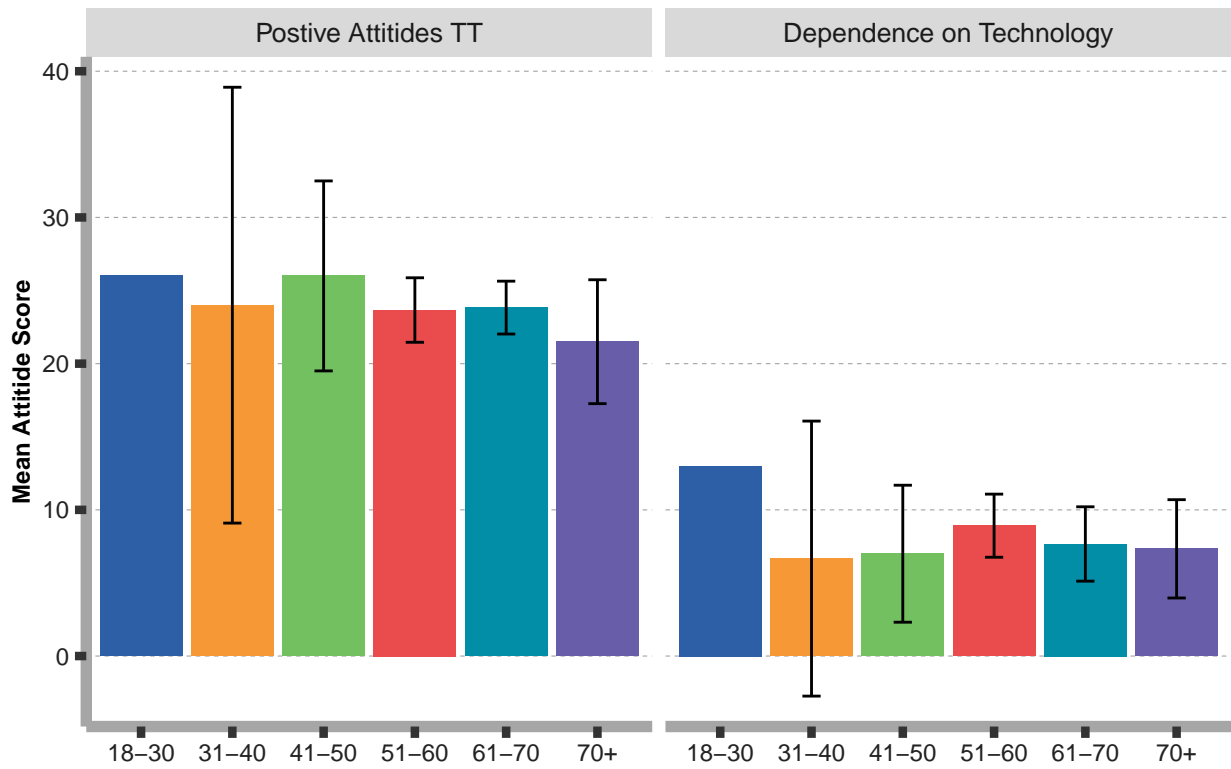
Mean (CI) Usage Score by Age



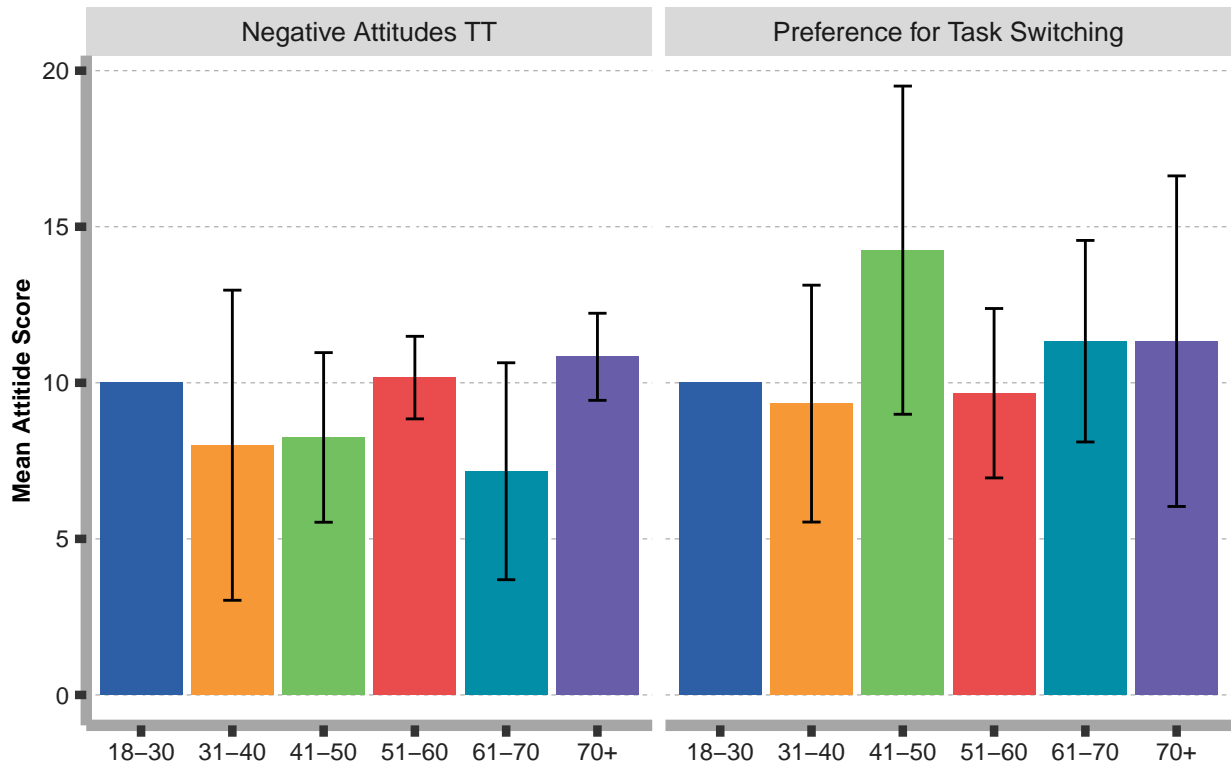
Mean (CI) Usage Score by Age



Mean (CI) Attitude Score by Age



Mean (CI) Attitude Score by Age



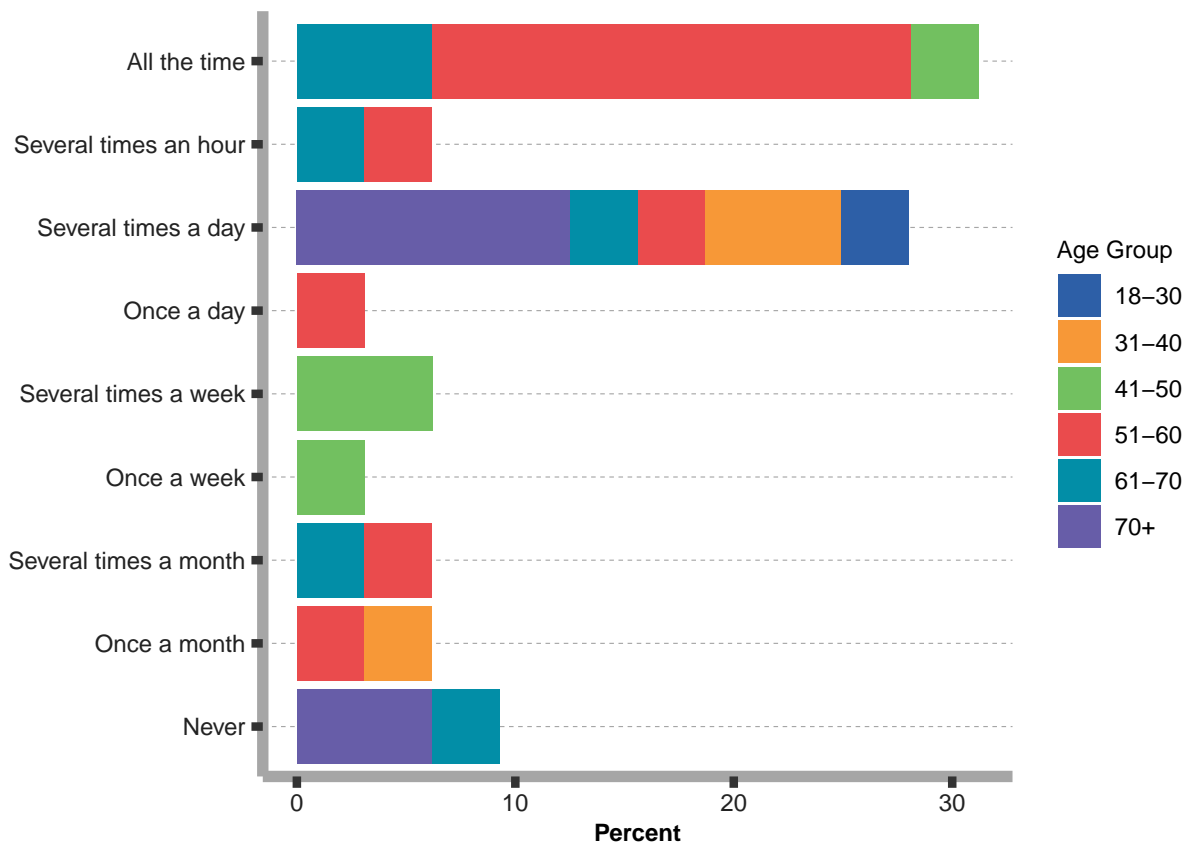
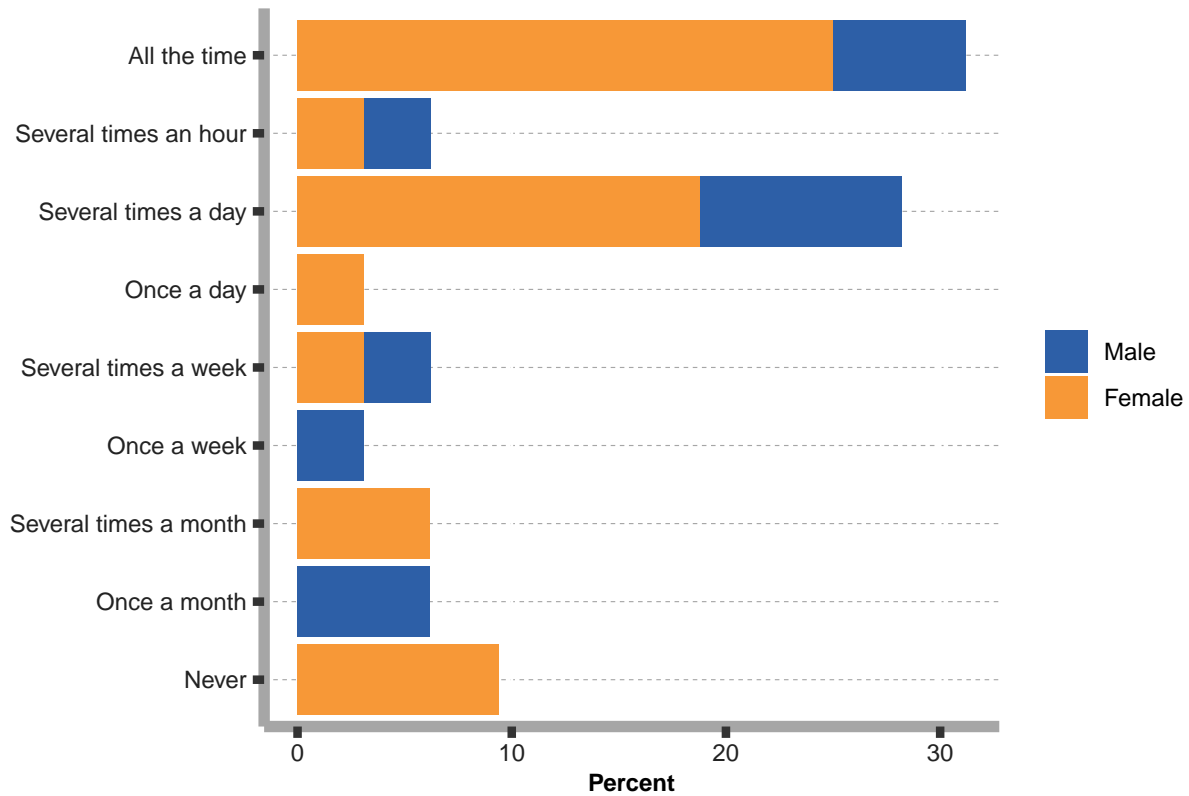
Multitasking and technology usage

| | SC15 | SC0 | SC1 | SC2 | SC3 | SC4 | SC5 | SC6 | SC7 | SC9 | SC10 | SC11 |
|------|-------|------|------|------|-------|------|-------|-------|-------|------|-------|-------|
| SC15 | 1.00 | 0.14 | 0.09 | 0.14 | -0.02 | 0.12 | -0.14 | 0.25 | -0.08 | 0.00 | -0.09 | 0.29 |
| SC0 | 0.14 | 1.00 | 0.88 | 0.84 | 0.77 | 0.75 | 0.65 | 0.43 | 0.75 | 0.64 | 0.52 | 0.27 |
| SC1 | 0.09 | 0.88 | 1.00 | 0.61 | 0.70 | 0.57 | 0.55 | 0.38 | 0.71 | 0.37 | 0.60 | 0.33 |
| SC2 | 0.14 | 0.84 | 0.61 | 1.00 | 0.54 | 0.51 | 0.40 | 0.25 | 0.55 | 0.77 | 0.24 | 0.19 |
| SC3 | -0.02 | 0.77 | 0.70 | 0.54 | 1.00 | 0.64 | 0.75 | 0.36 | 0.55 | 0.45 | 0.25 | 0.04 |
| SC4 | 0.12 | 0.75 | 0.57 | 0.51 | 0.64 | 1.00 | 0.52 | 0.42 | 0.50 | 0.35 | 0.41 | 0.01 |
| SC5 | -0.14 | 0.65 | 0.55 | 0.40 | 0.75 | 0.52 | 1.00 | 0.20 | 0.57 | 0.45 | 0.23 | 0.01 |
| SC6 | 0.25 | 0.43 | 0.38 | 0.25 | 0.36 | 0.42 | 0.20 | 1.00 | 0.01 | 0.12 | 0.29 | -0.01 |
| SC7 | -0.08 | 0.75 | 0.71 | 0.55 | 0.55 | 0.50 | 0.57 | 0.01 | 1.00 | 0.40 | 0.54 | 0.30 |
| SC9 | 0.00 | 0.64 | 0.37 | 0.77 | 0.45 | 0.35 | 0.45 | 0.12 | 0.40 | 1.00 | 0.21 | 0.12 |
| SC10 | -0.09 | 0.52 | 0.60 | 0.24 | 0.25 | 0.41 | 0.23 | 0.29 | 0.54 | 0.21 | 1.00 | 0.17 |
| SC11 | 0.29 | 0.27 | 0.33 | 0.19 | 0.04 | 0.01 | 0.01 | -0.01 | 0.30 | 0.12 | 0.17 | 1.00 |

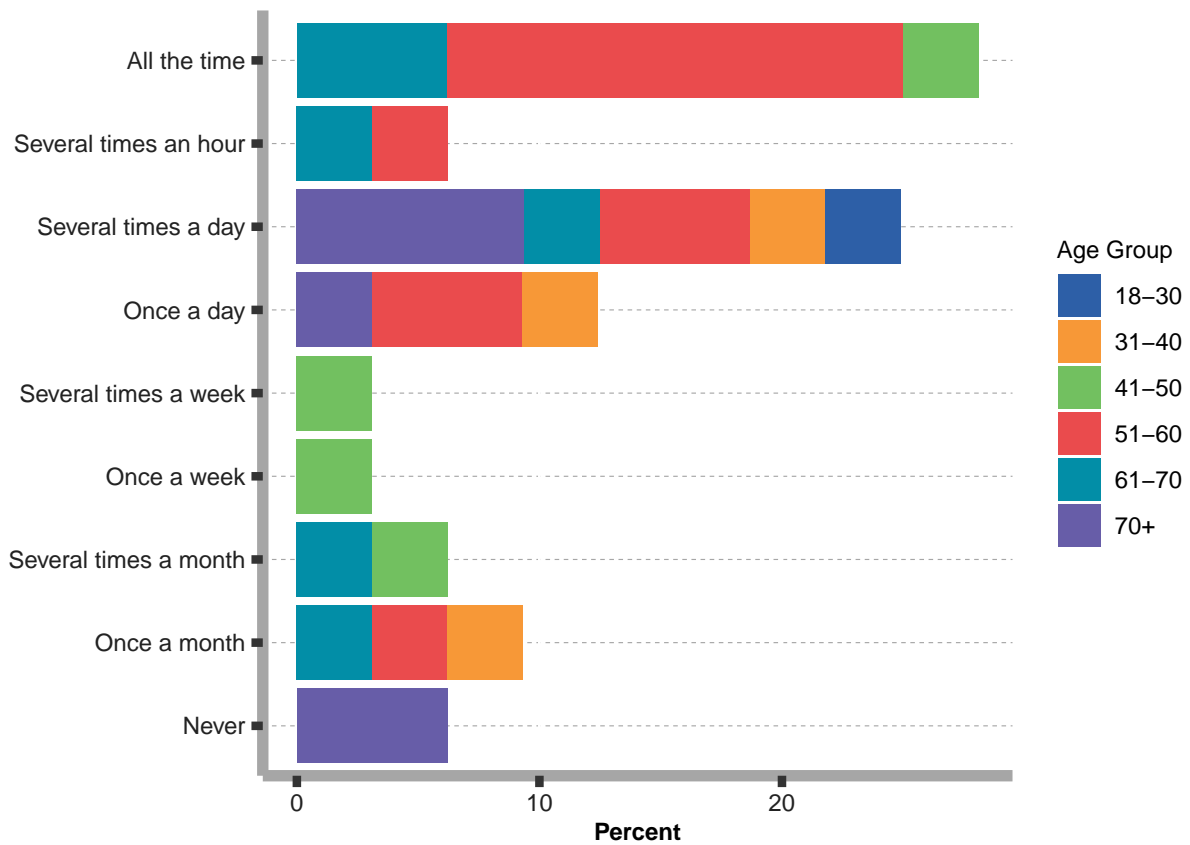
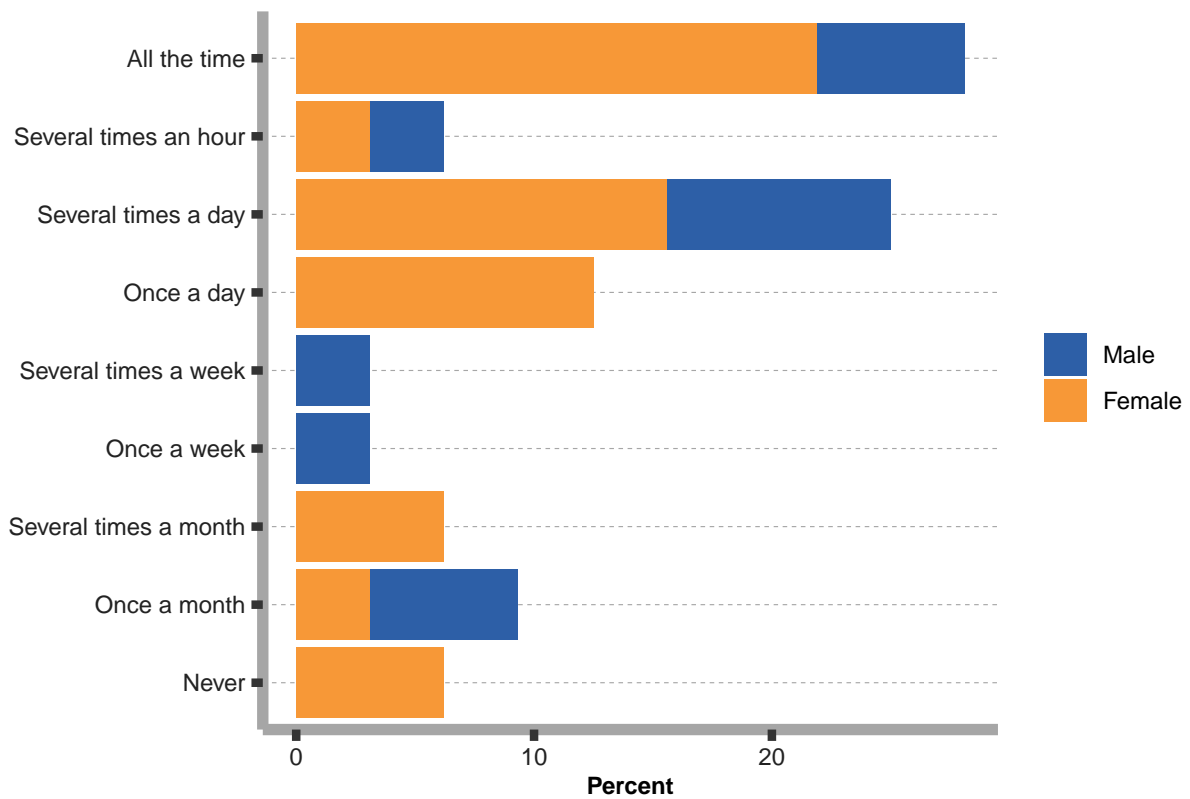
2.3 Exploration Plots

2.3.1 Usage Subscales

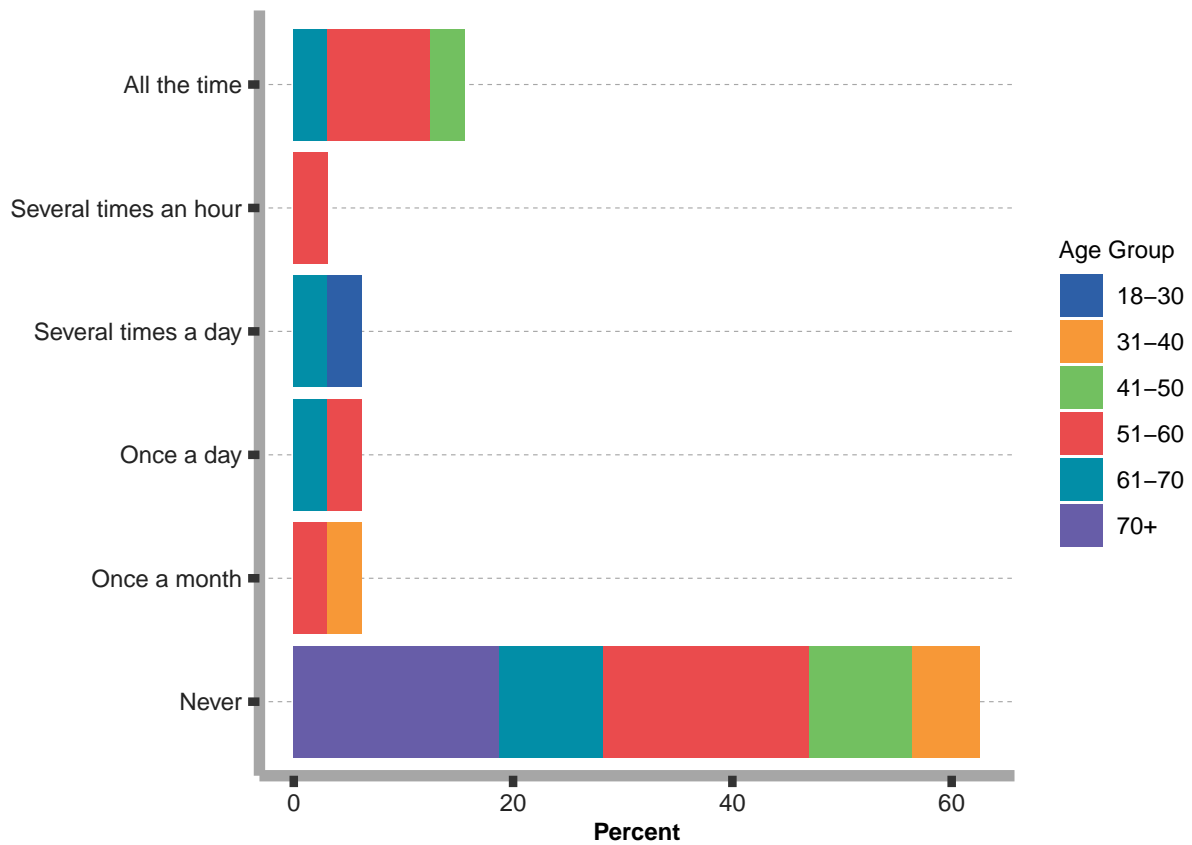
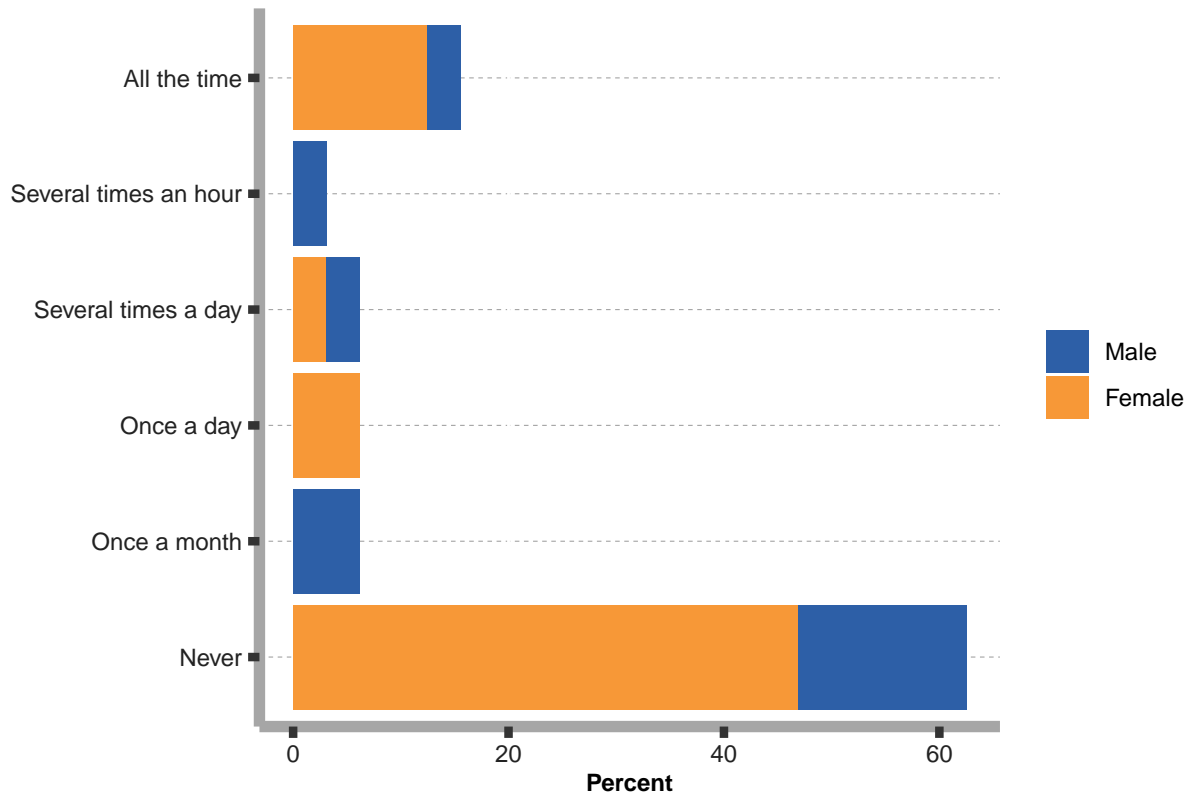
Q1. Send, receive and read e-mails (not including spam o



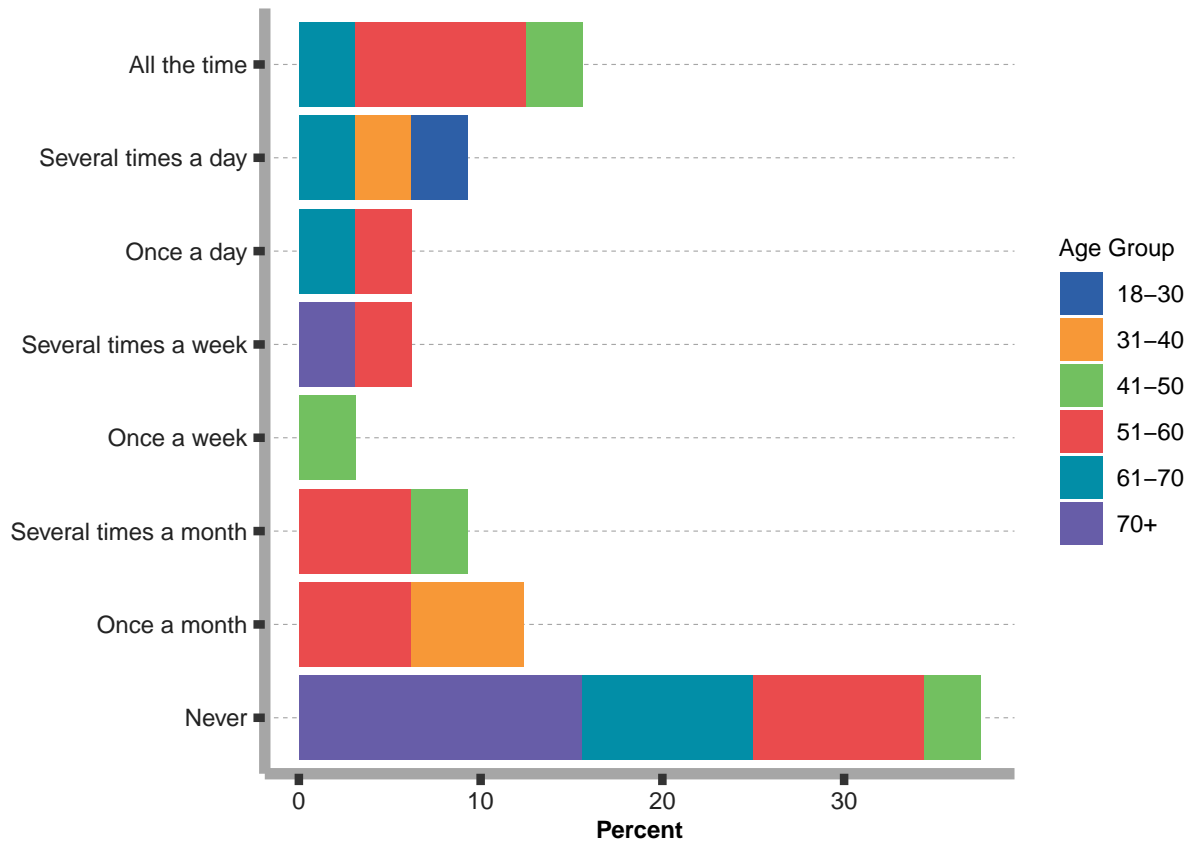
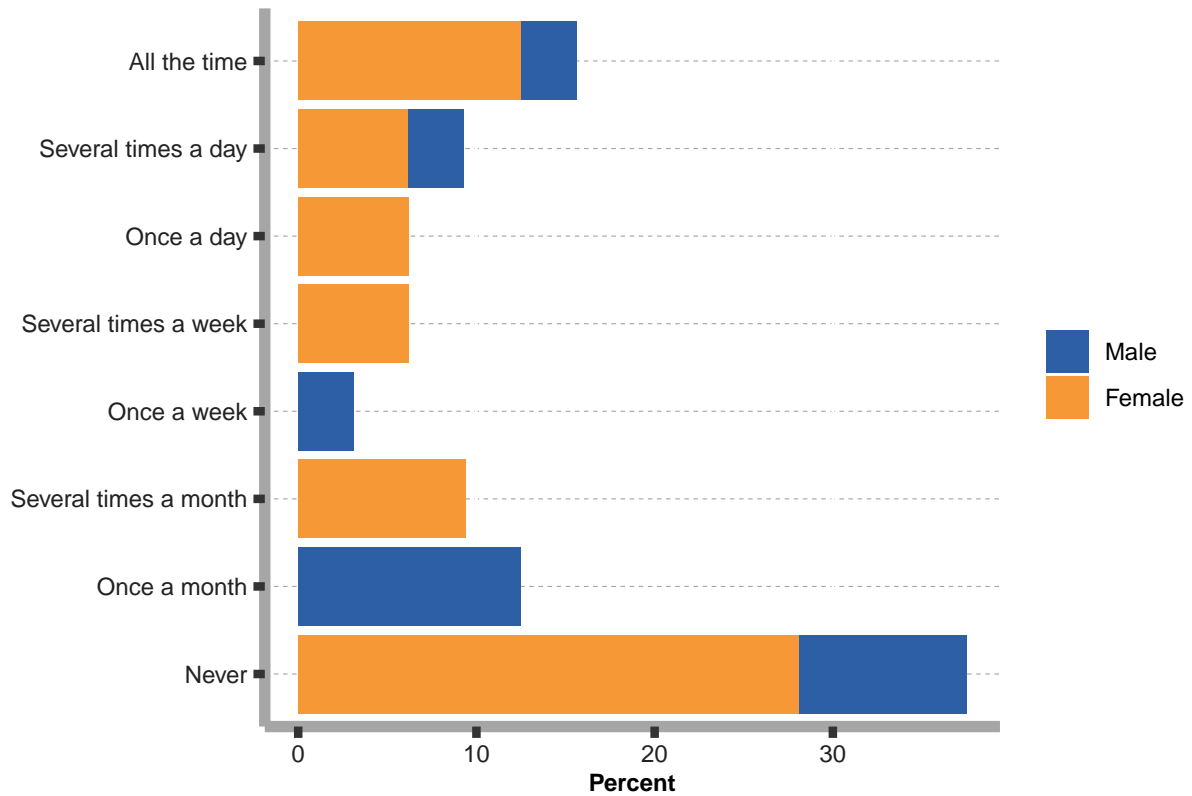
Q2. Check your personal e-mail



Q3. Check your work or school e-mail

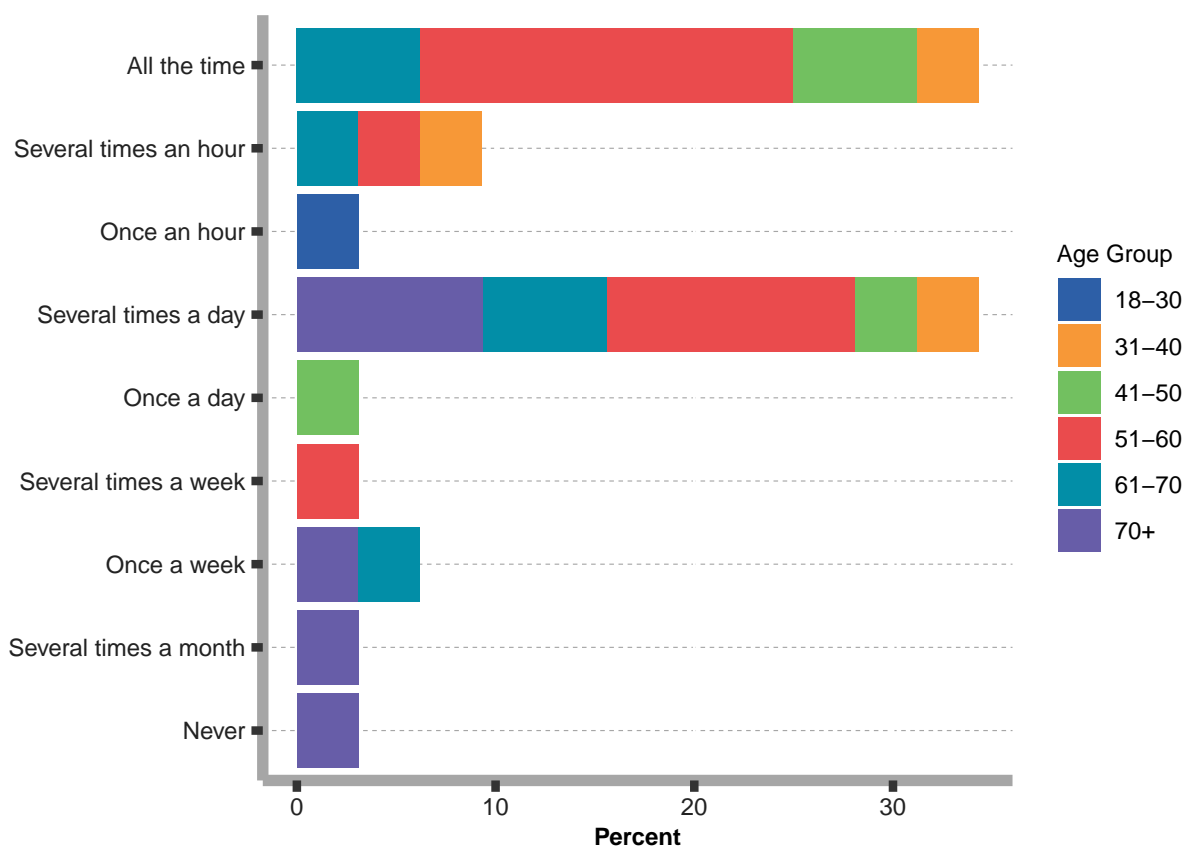
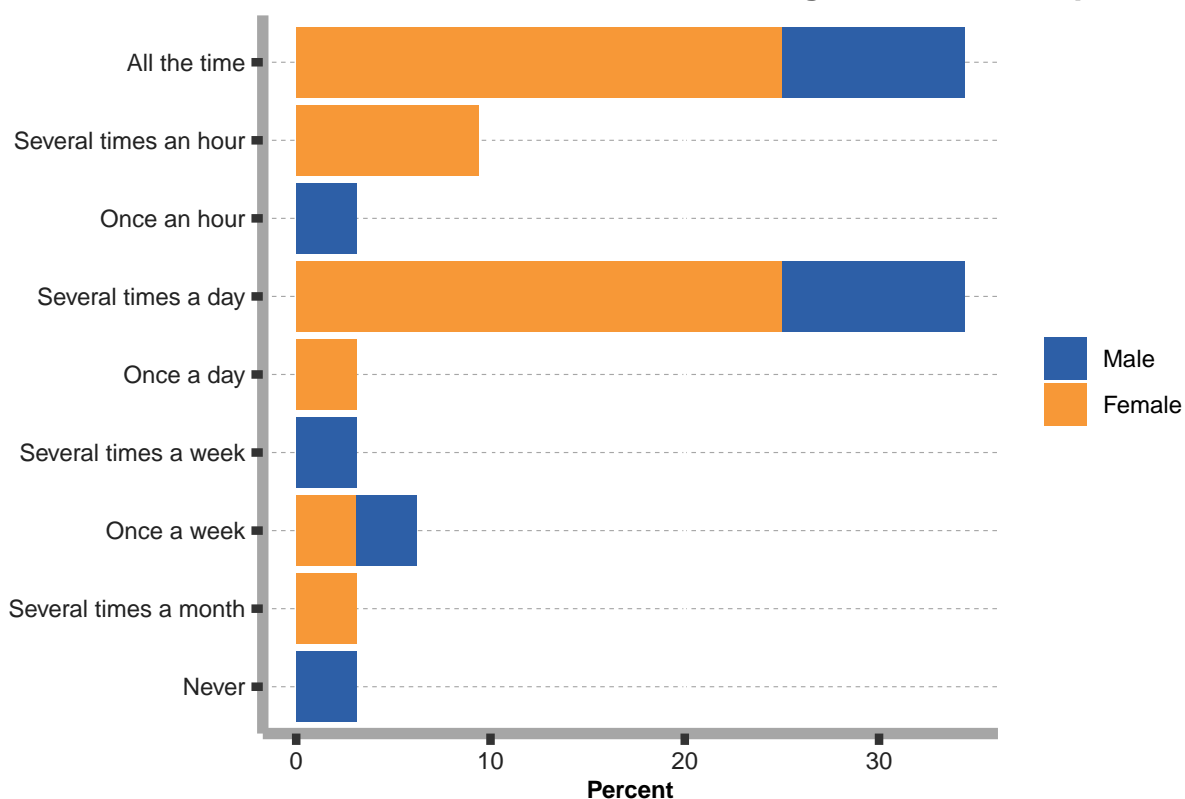


Q4. Send or receive files via e-mail

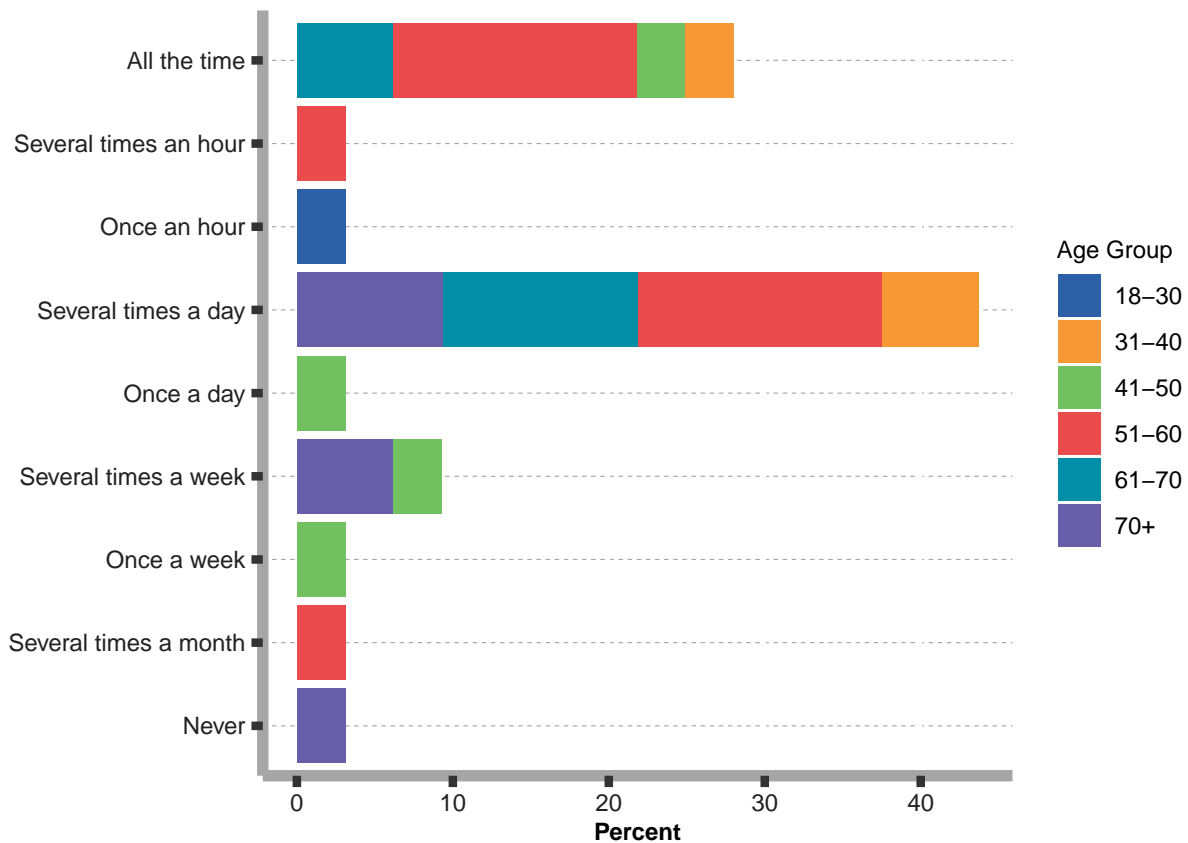
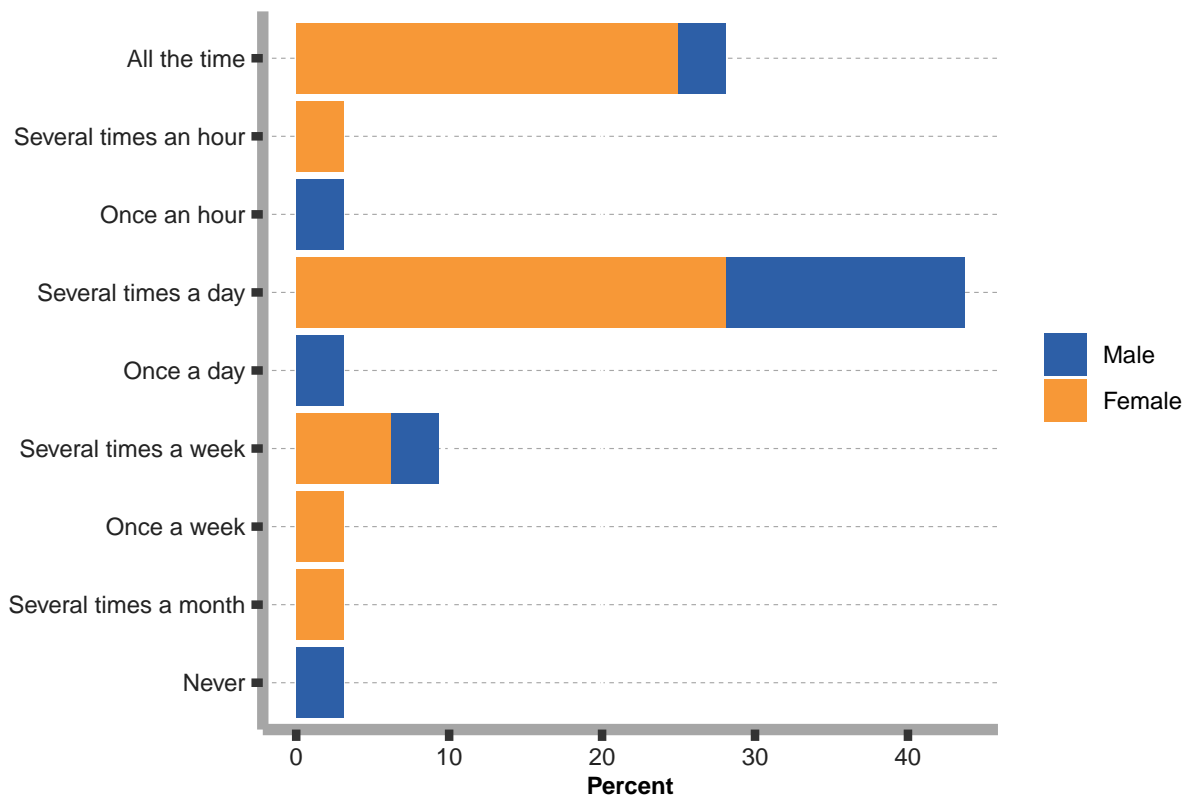


Please indicate how often you do each of the following activities on your mobile phone.

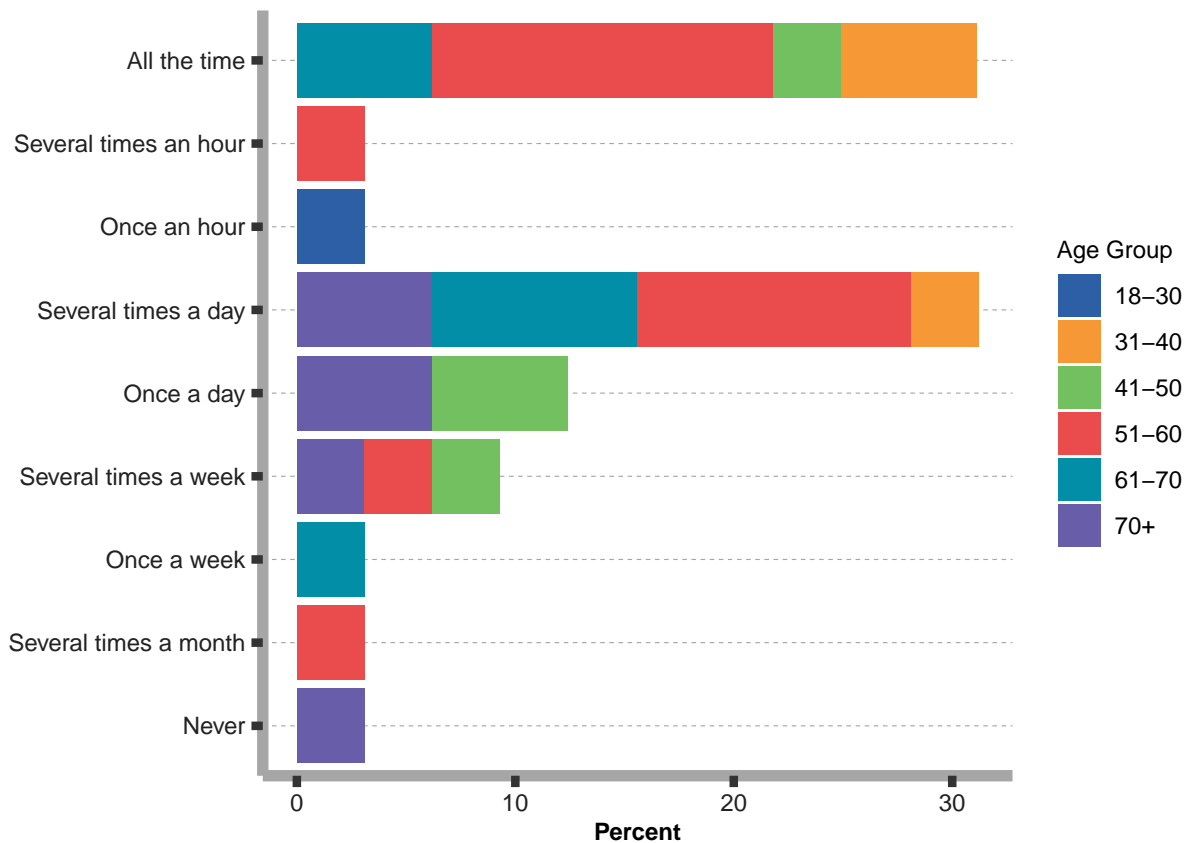
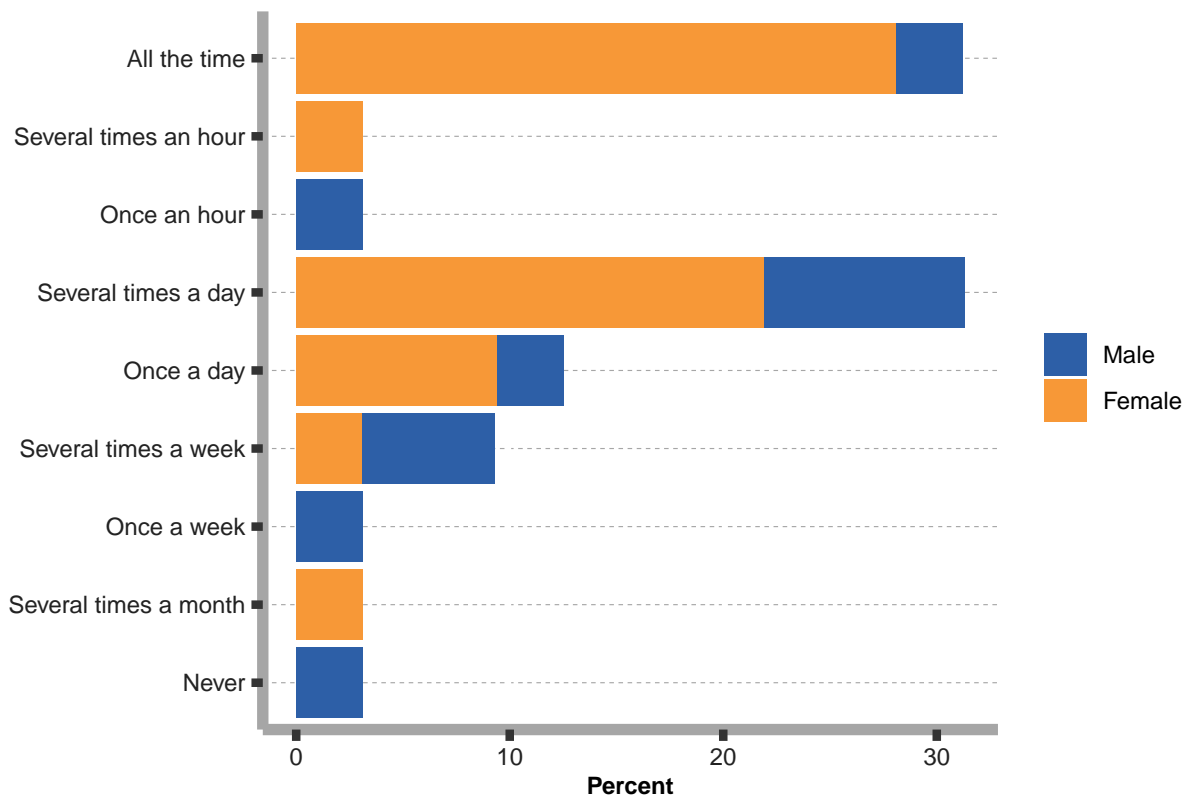
Q5. Send and receive text messages on a mobile phone



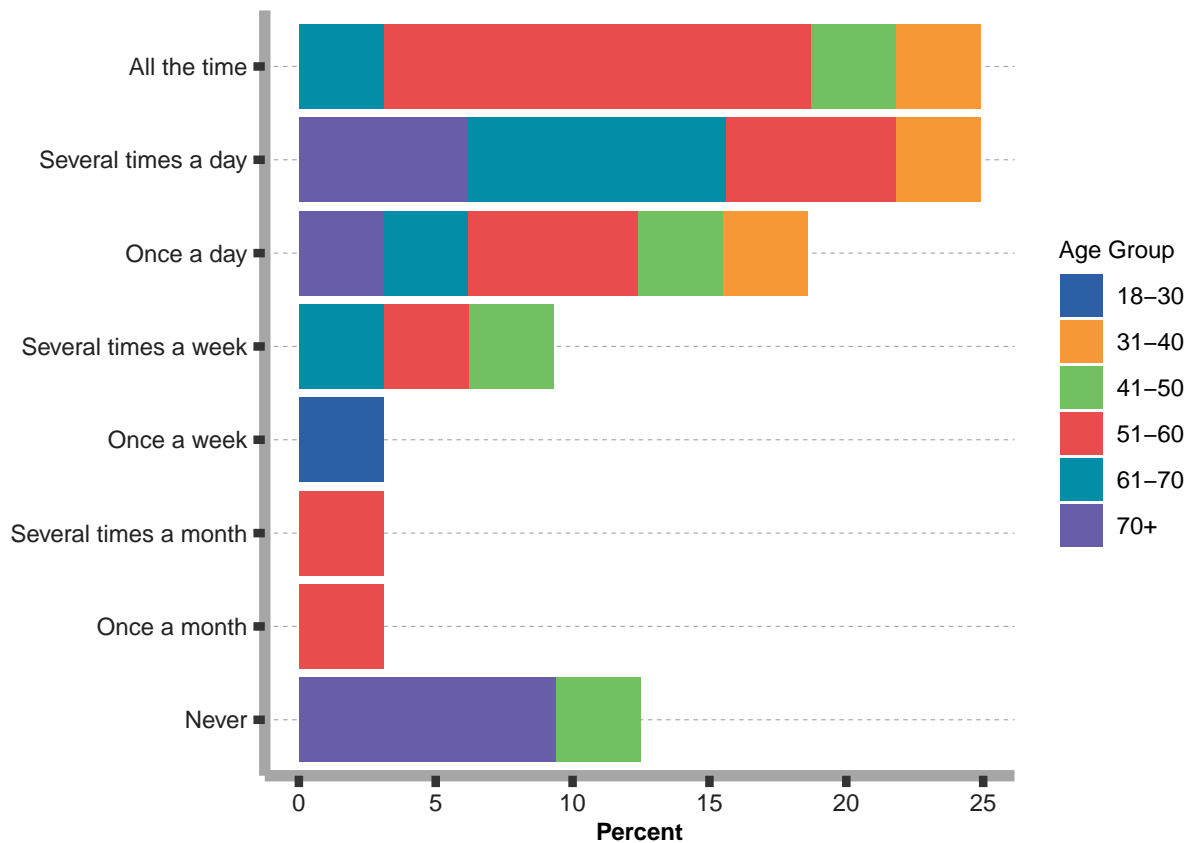
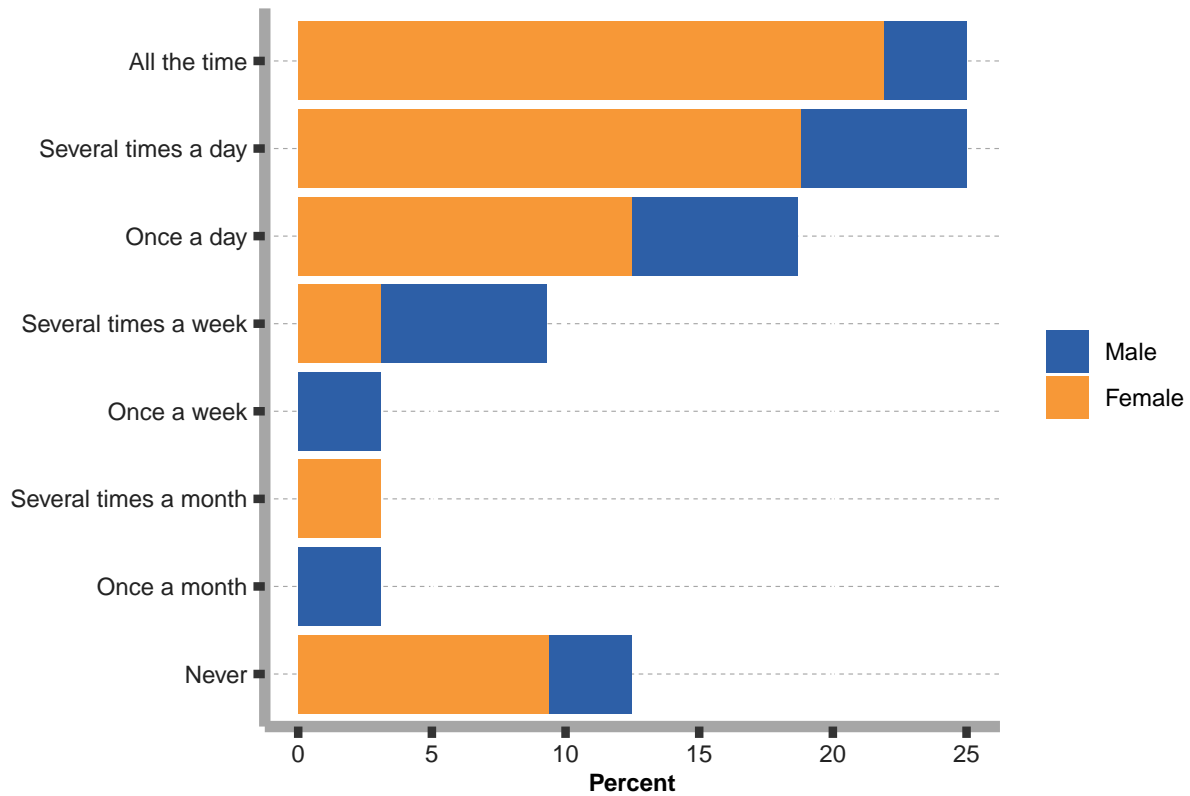
Q6. Make and receive mobile phone calls



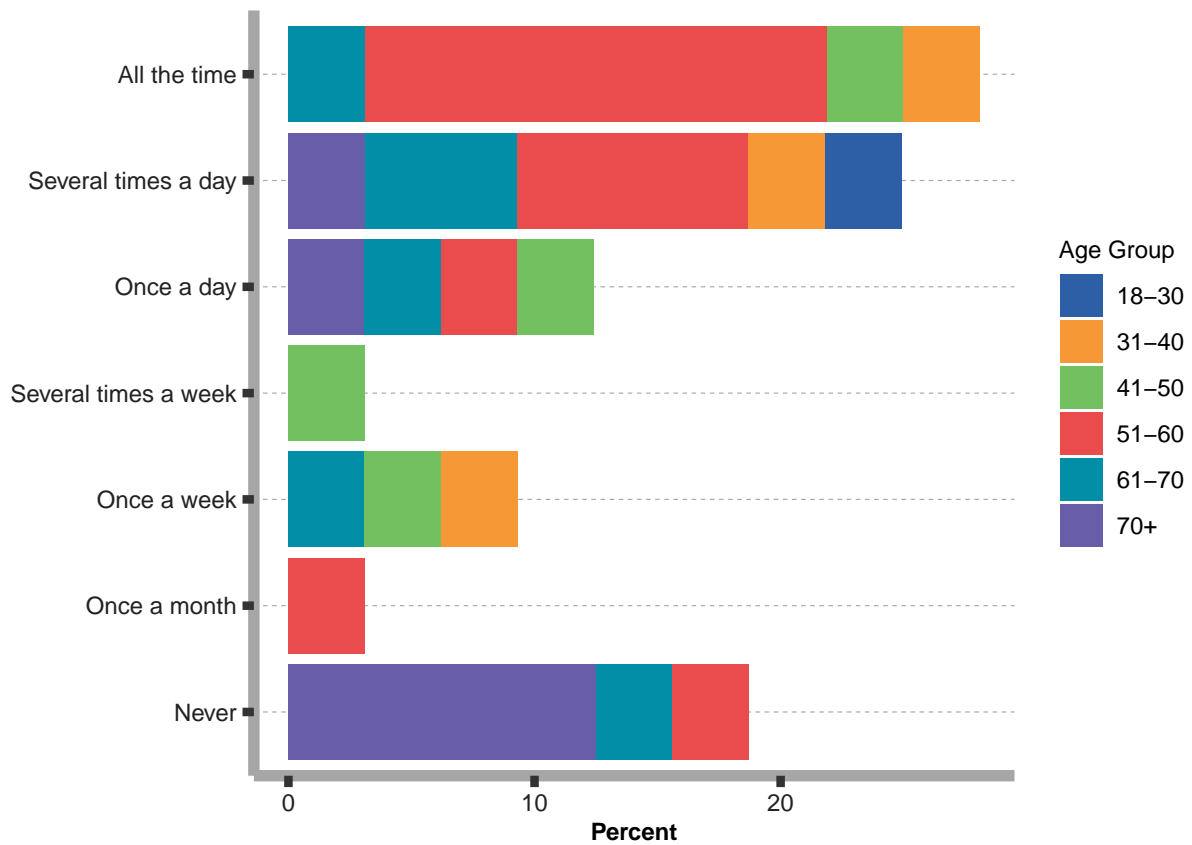
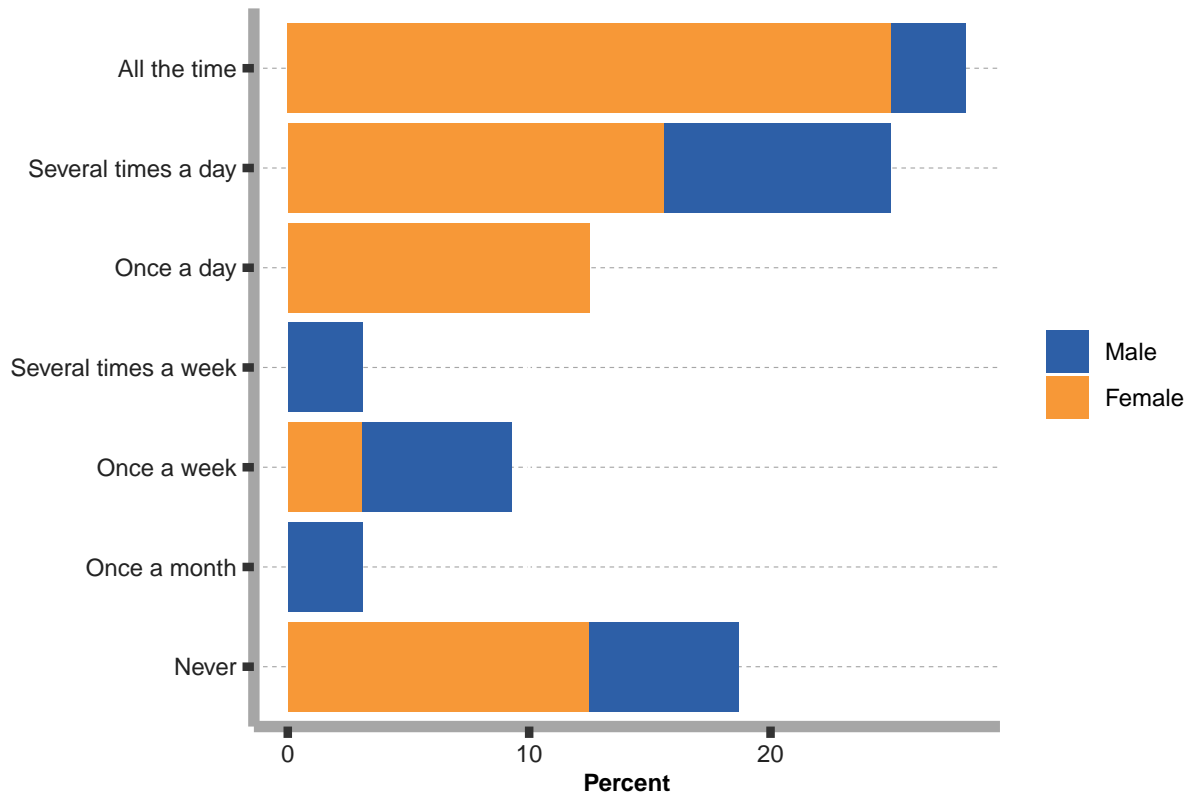
Q7. Check for text messages on a mobile phone



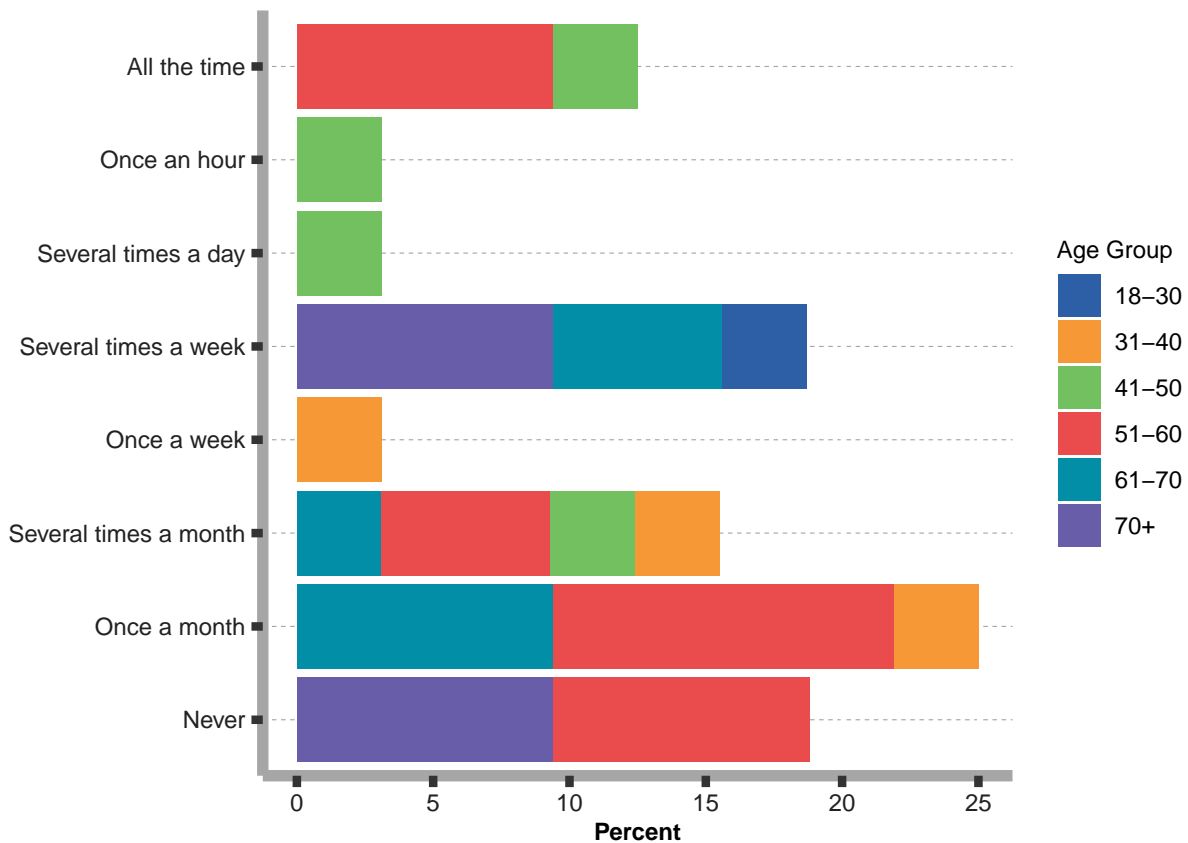
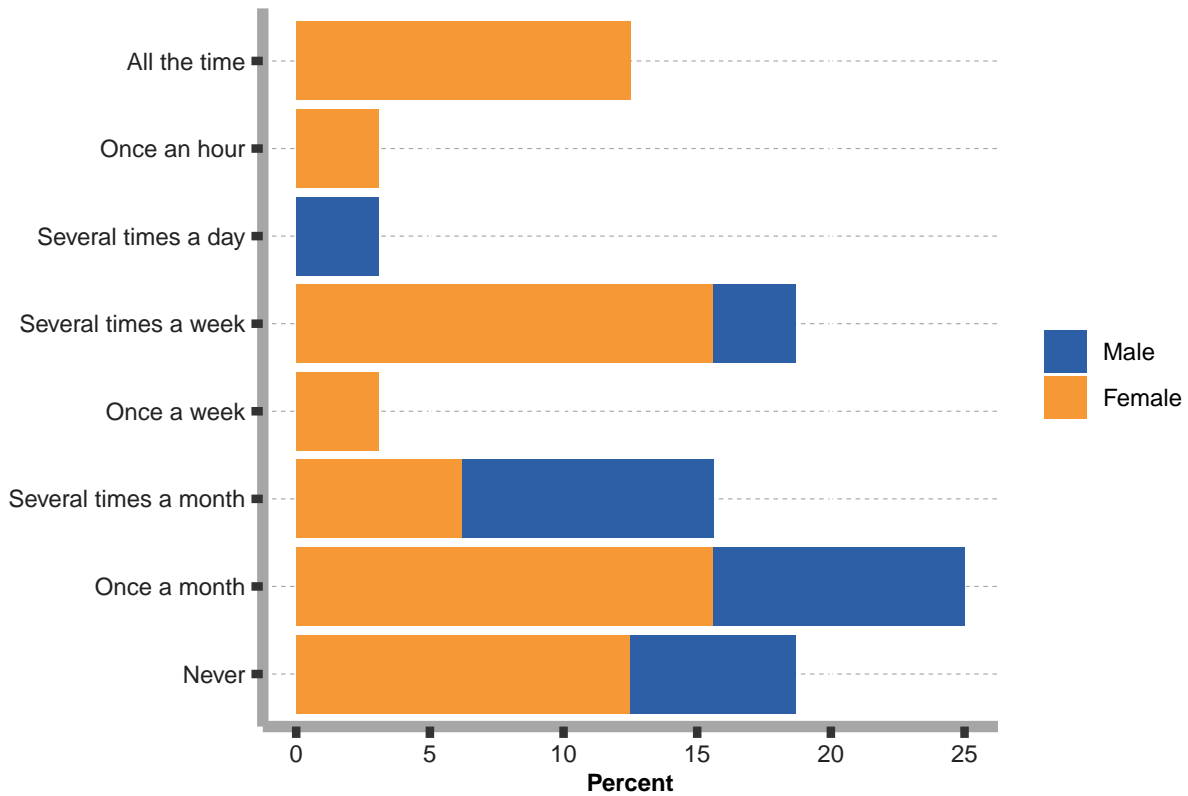
Q8. Check for voice calls on a mobile phone



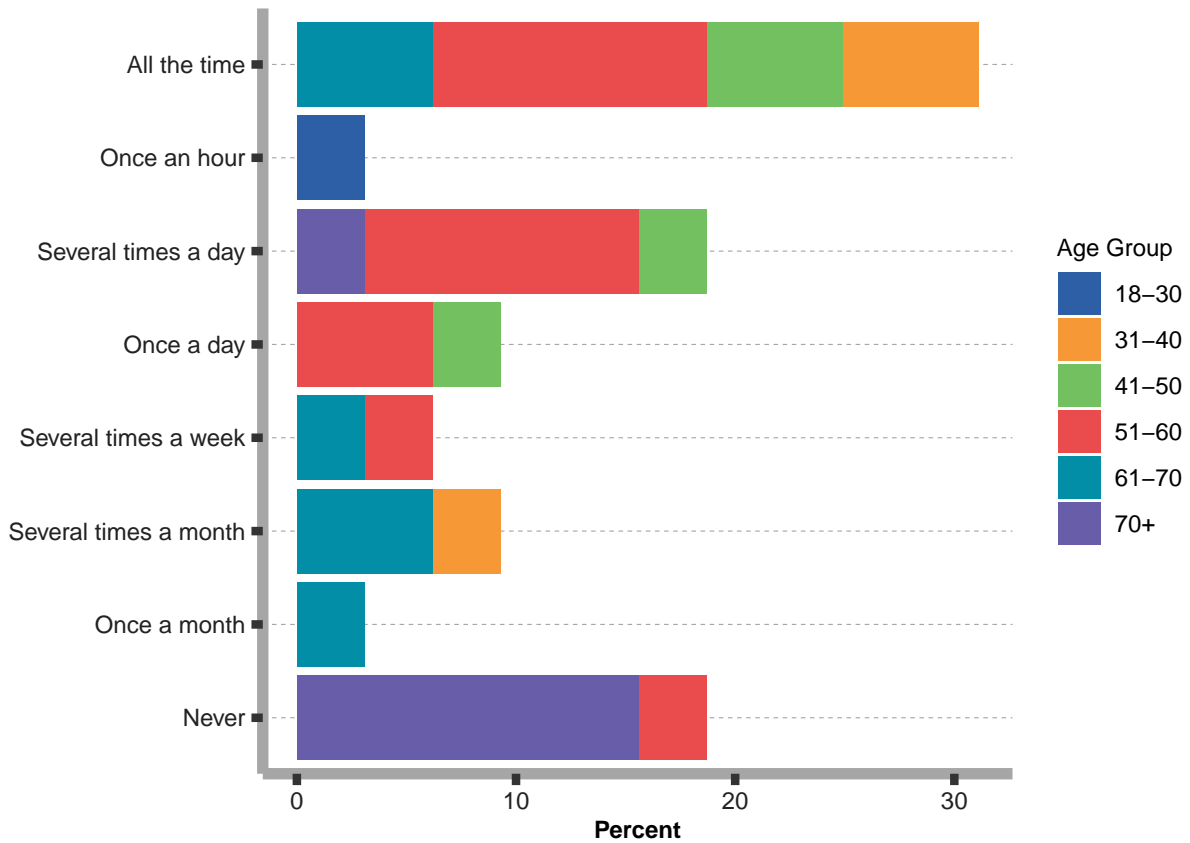
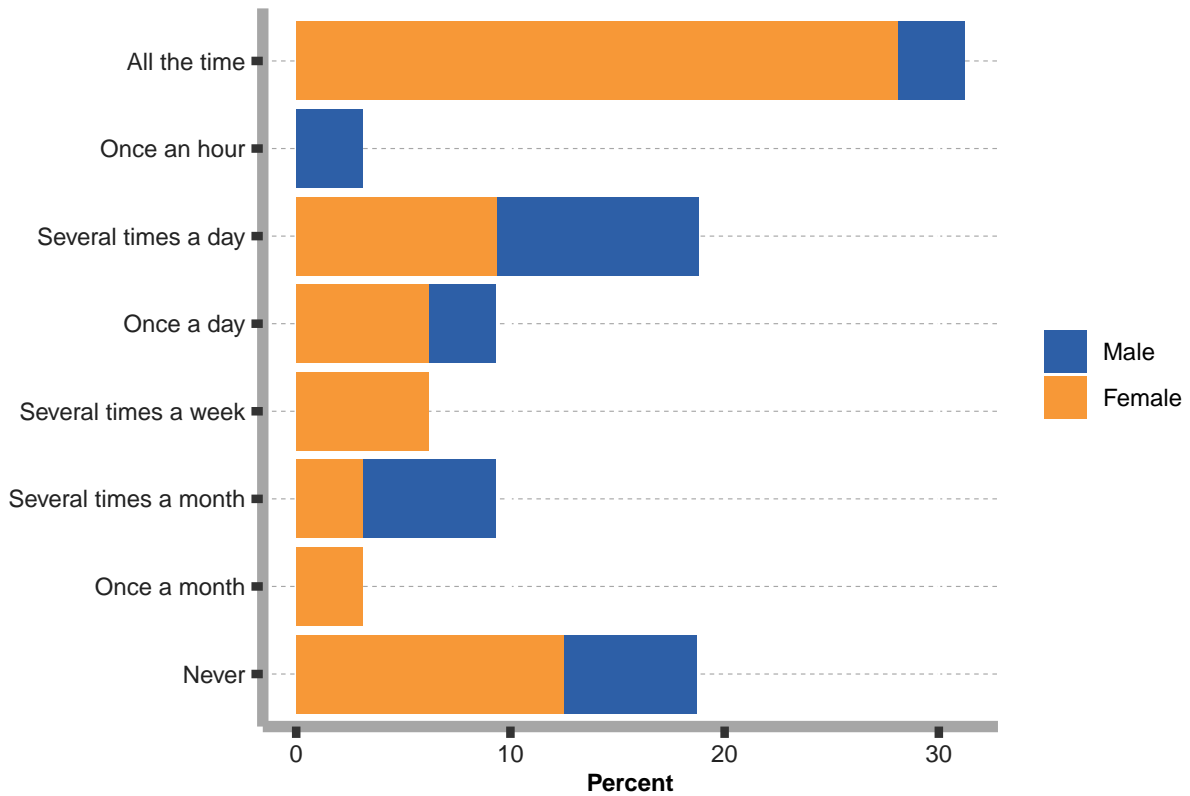
Q9. Read e-mail on a mobile phone



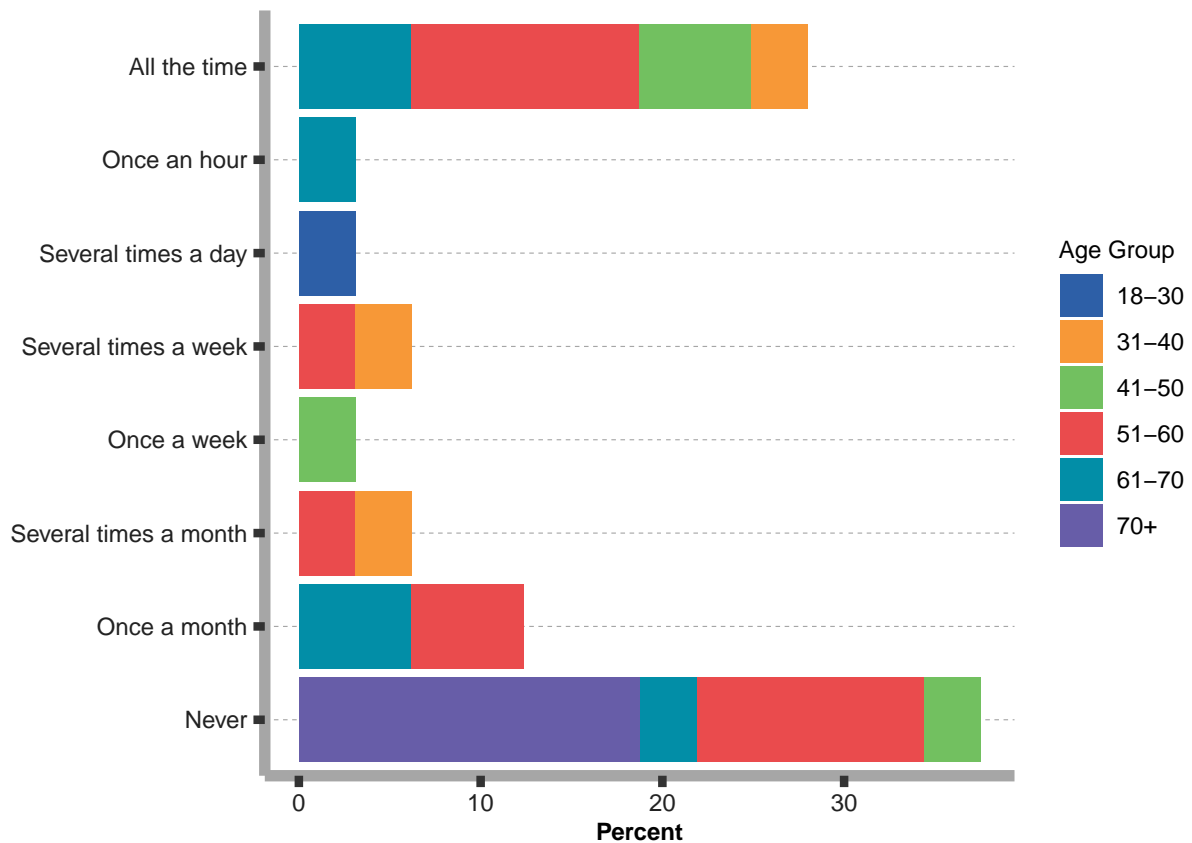
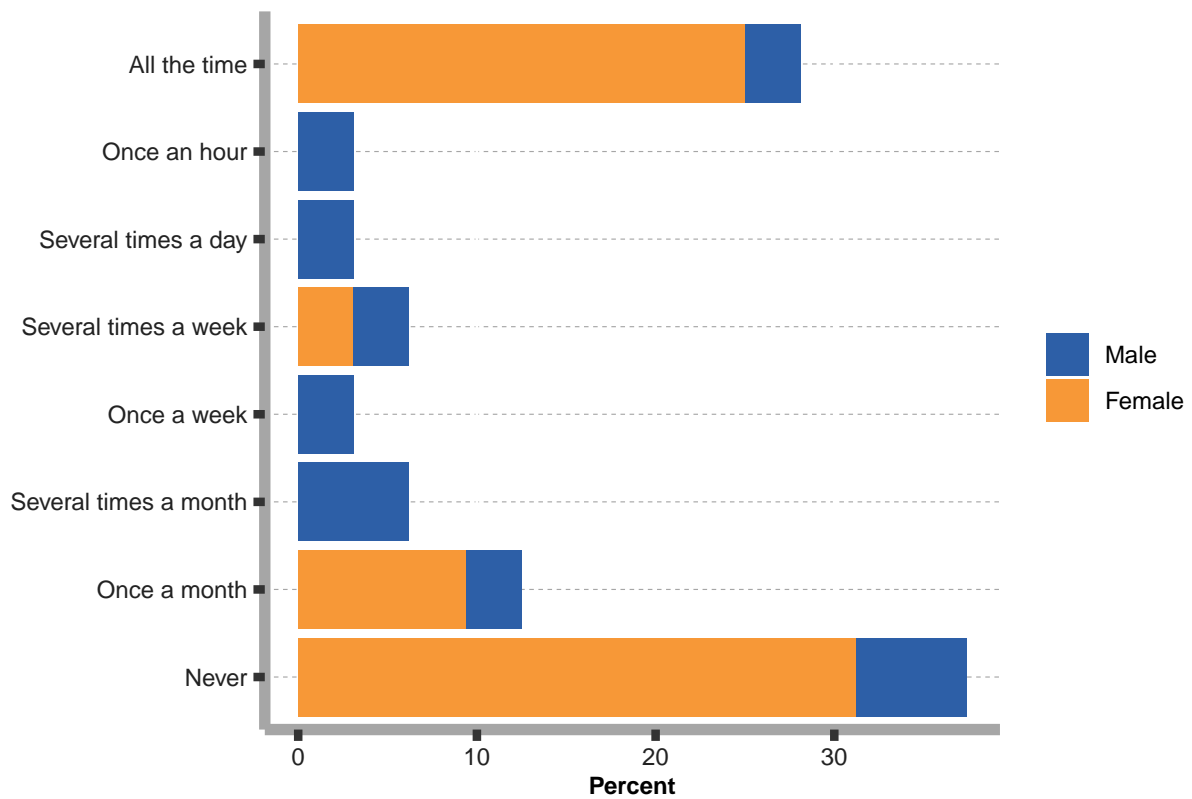
Q10. Get directions or use GPS on a mobile phone



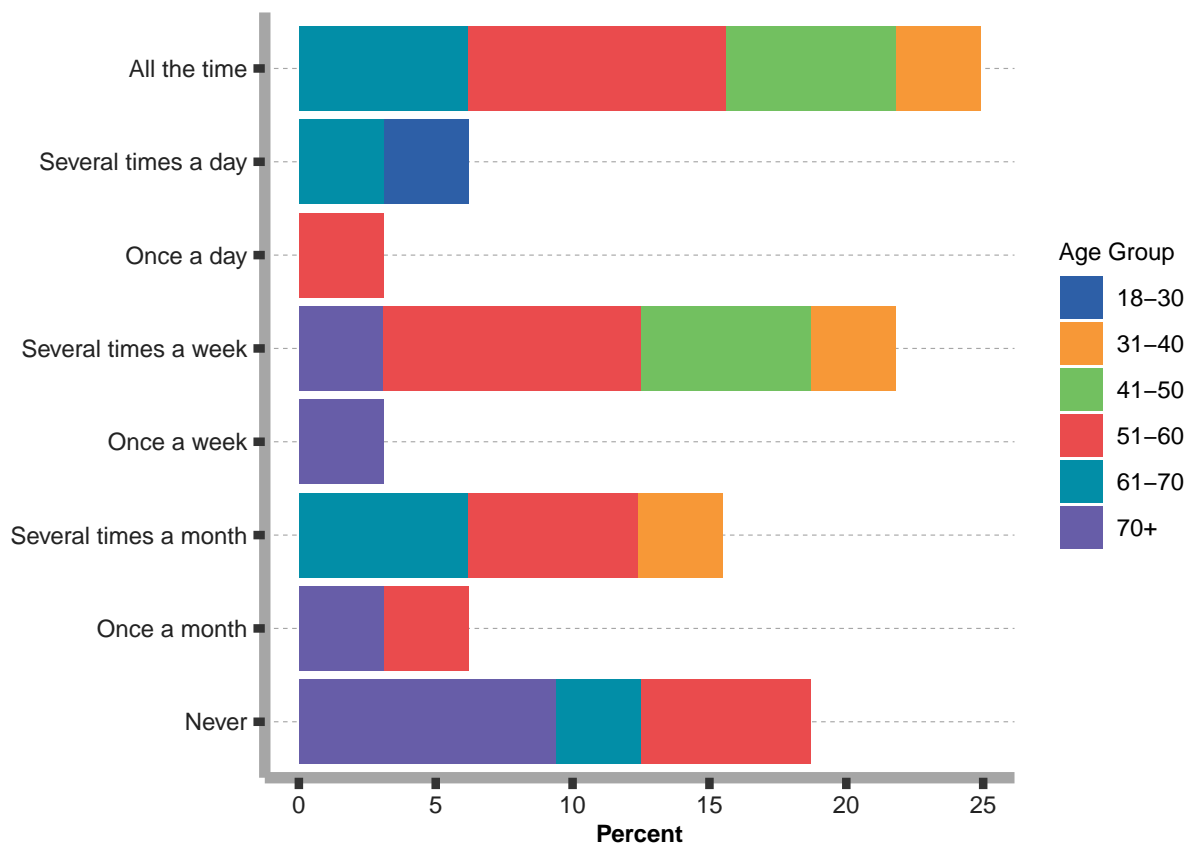
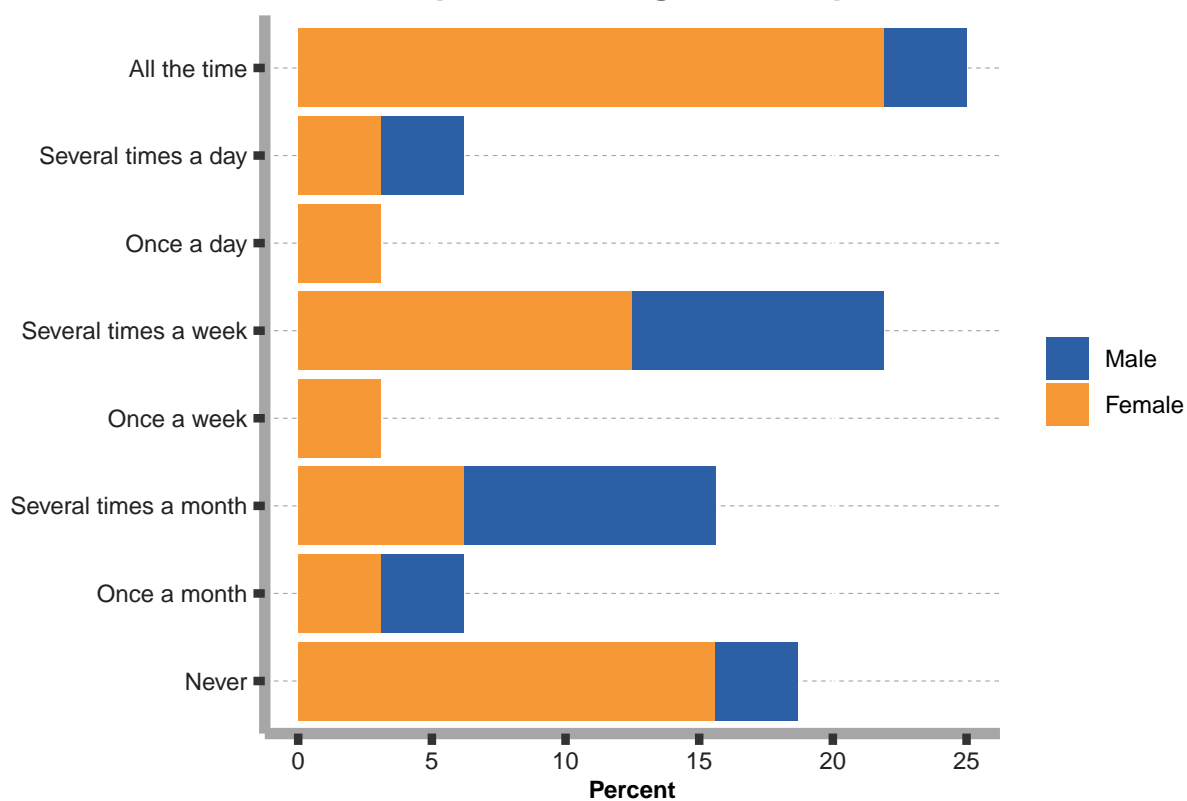
Q11. Browse the web on a mobile phone



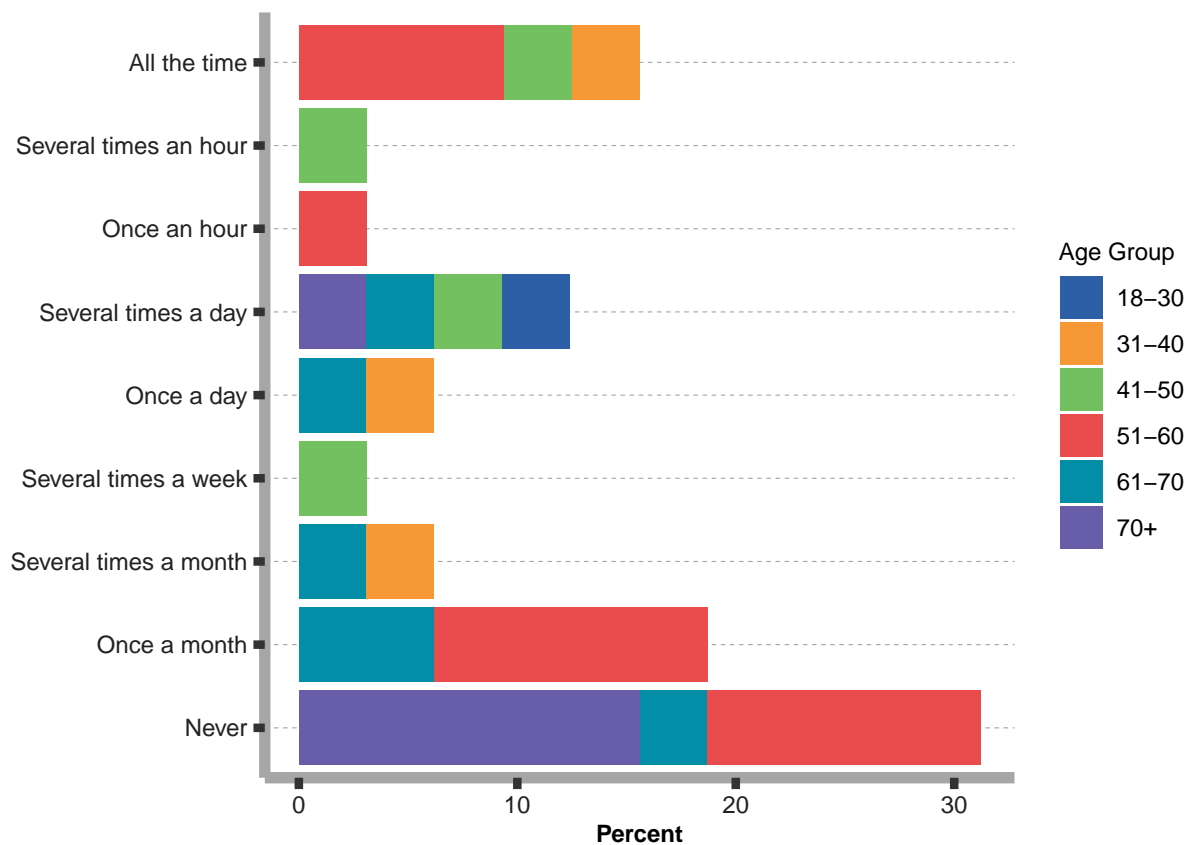
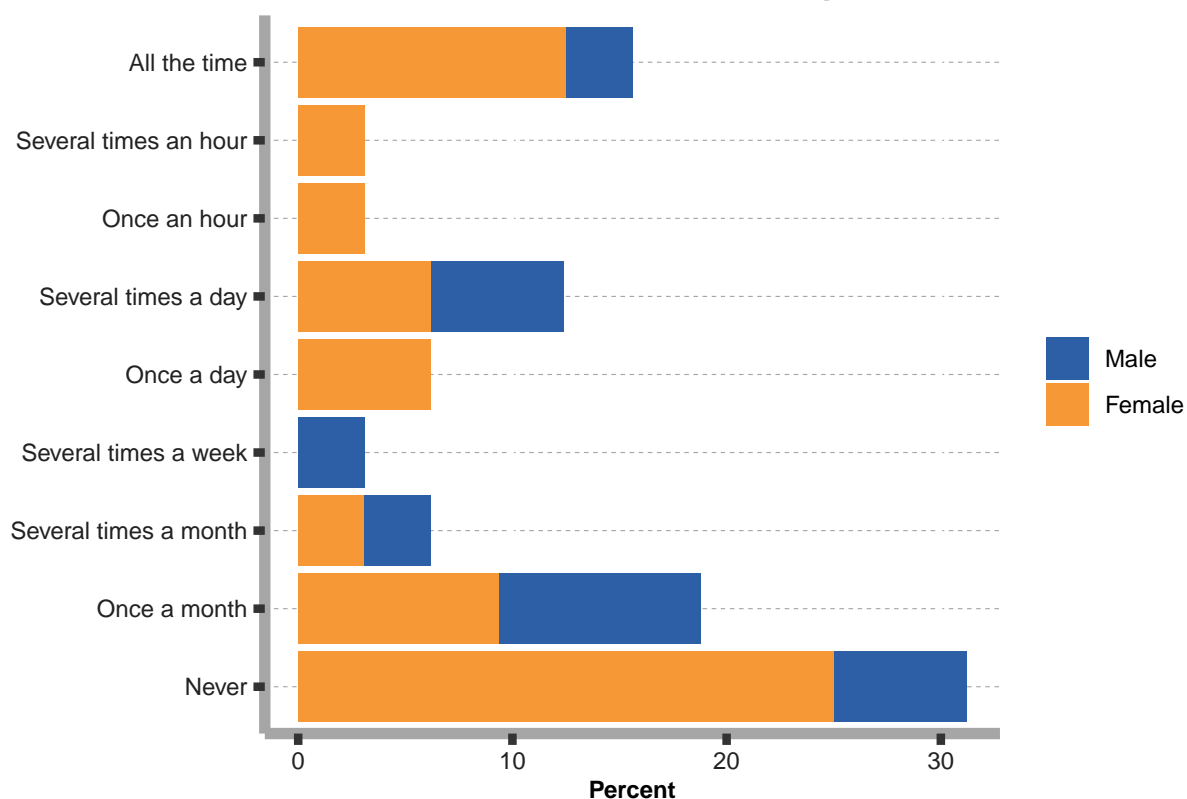
Q12. Listen to music on a mobile phone



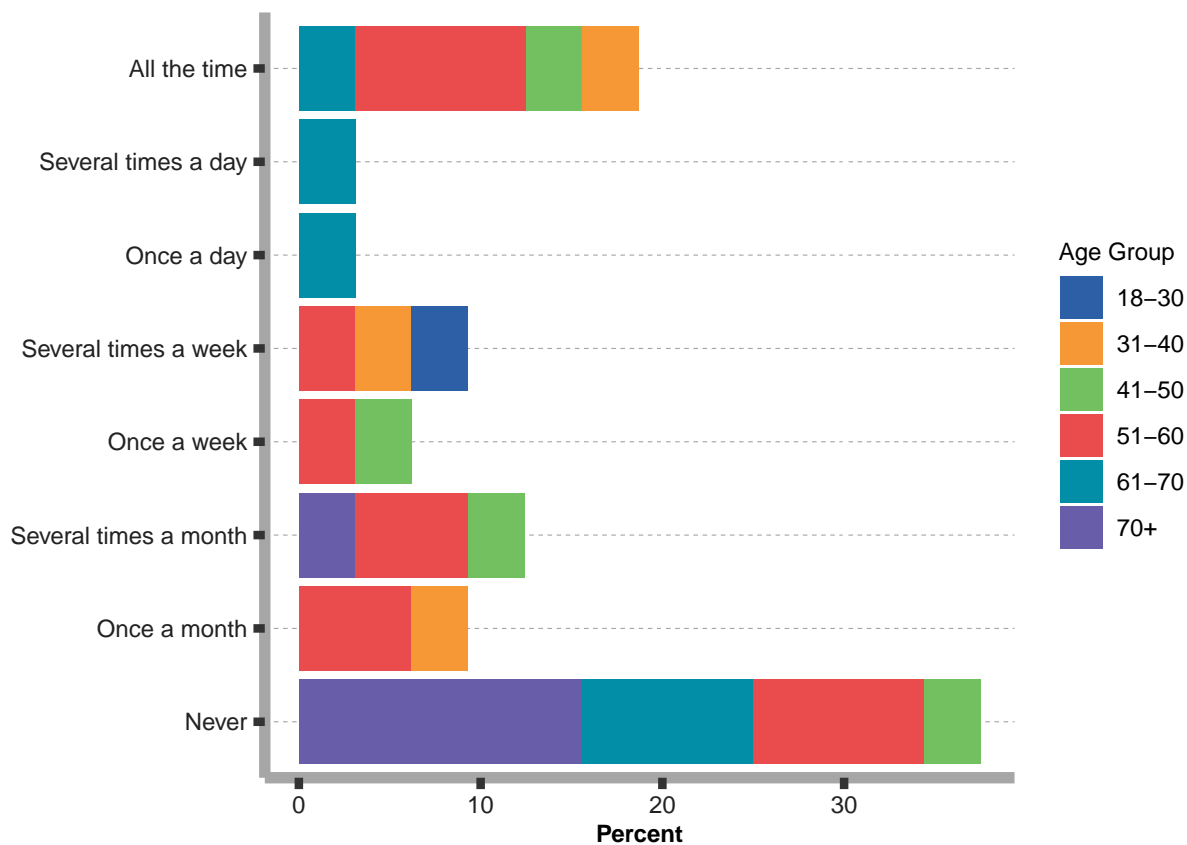
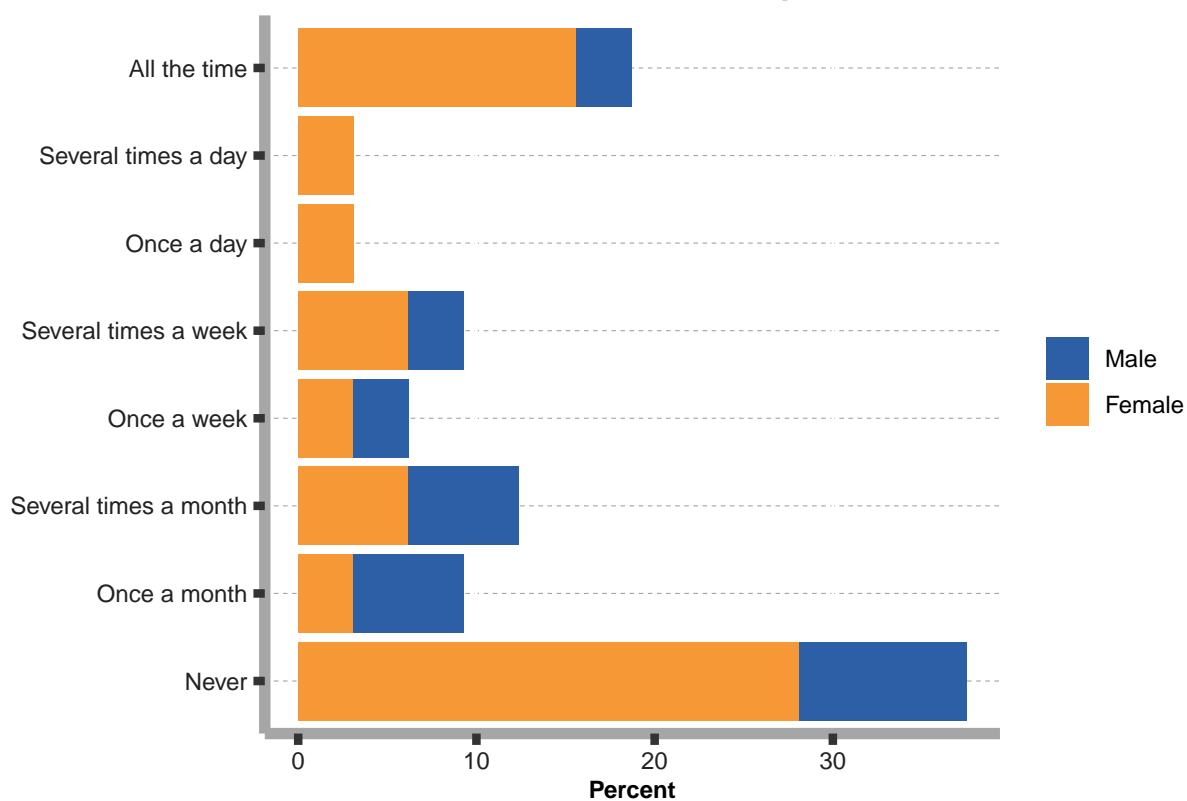
Q13. Take pictures using a mobile phone



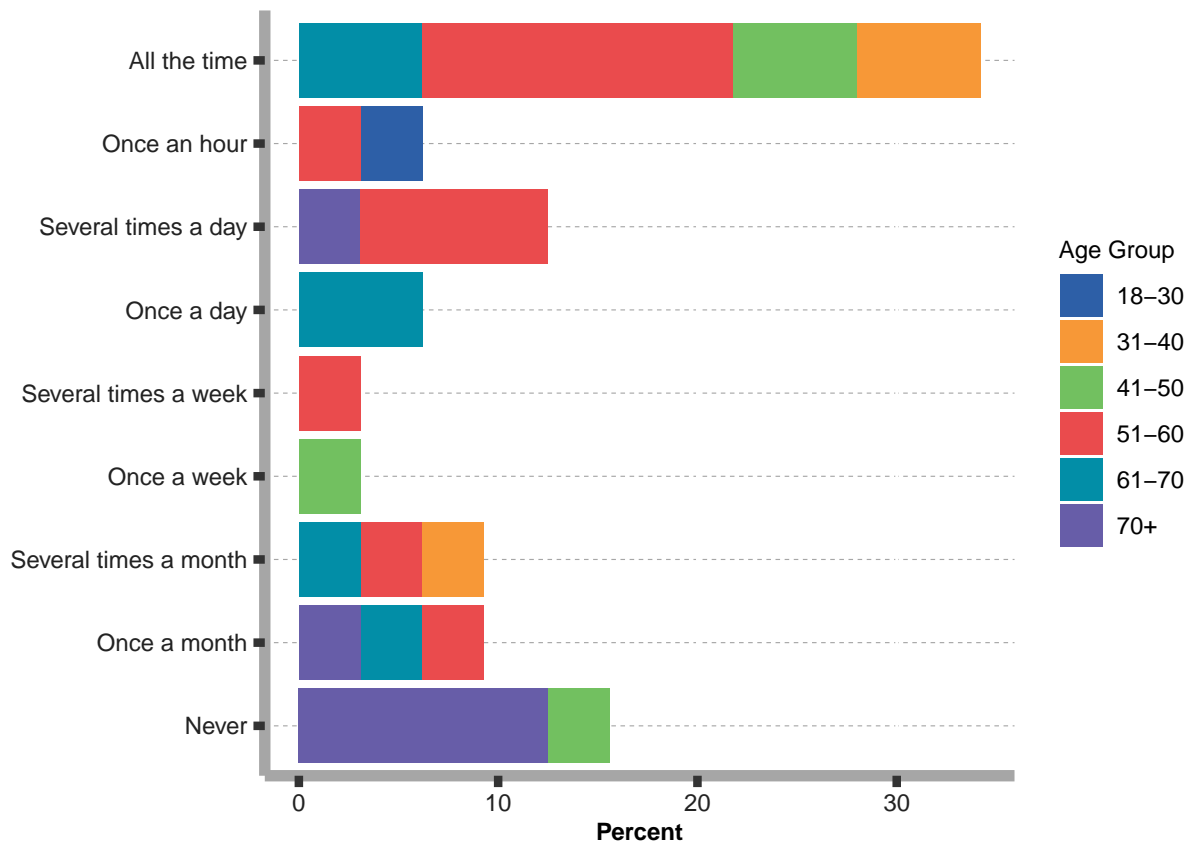
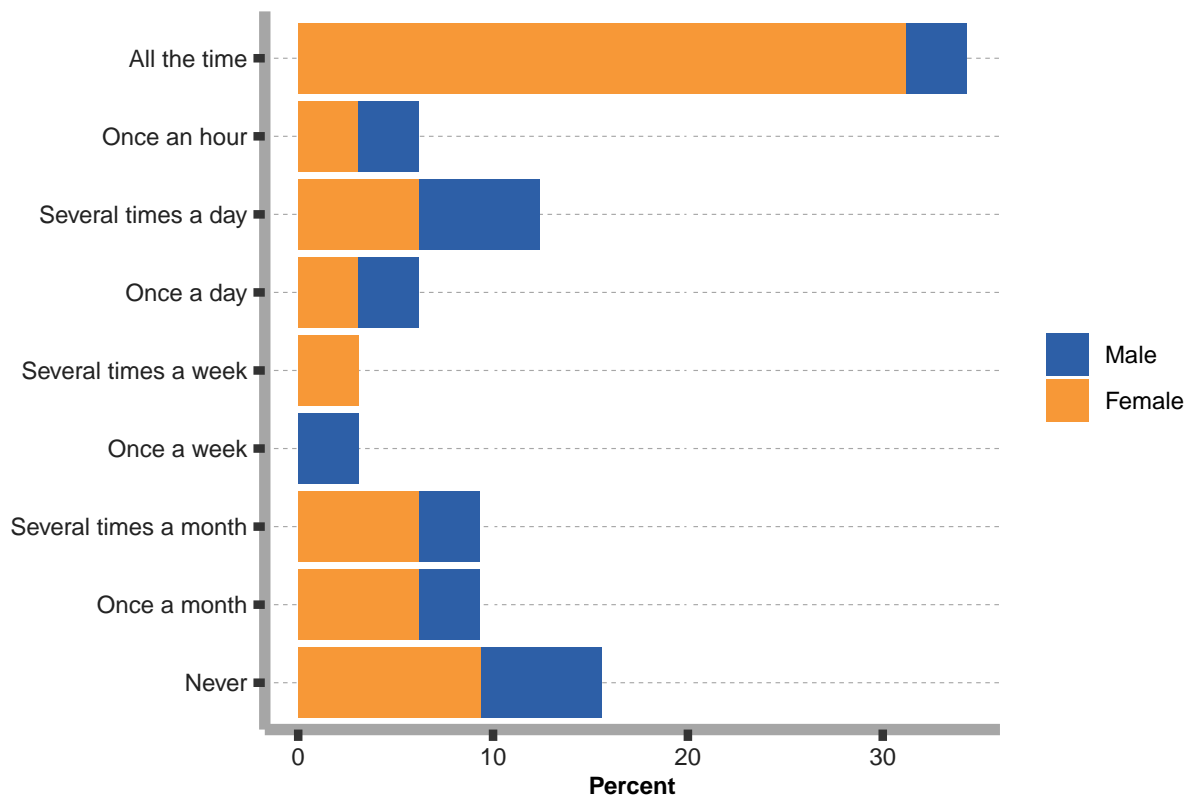
Q14. Check the news on a mobile phone



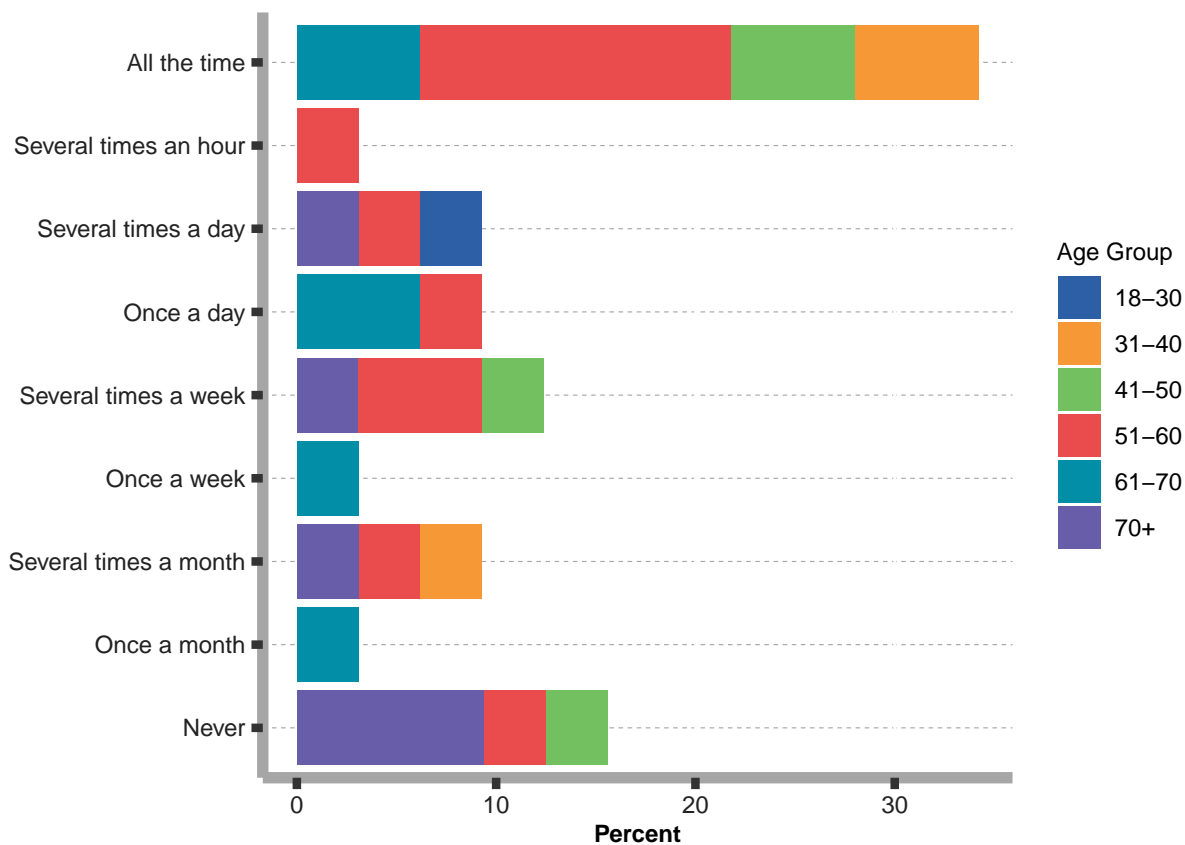
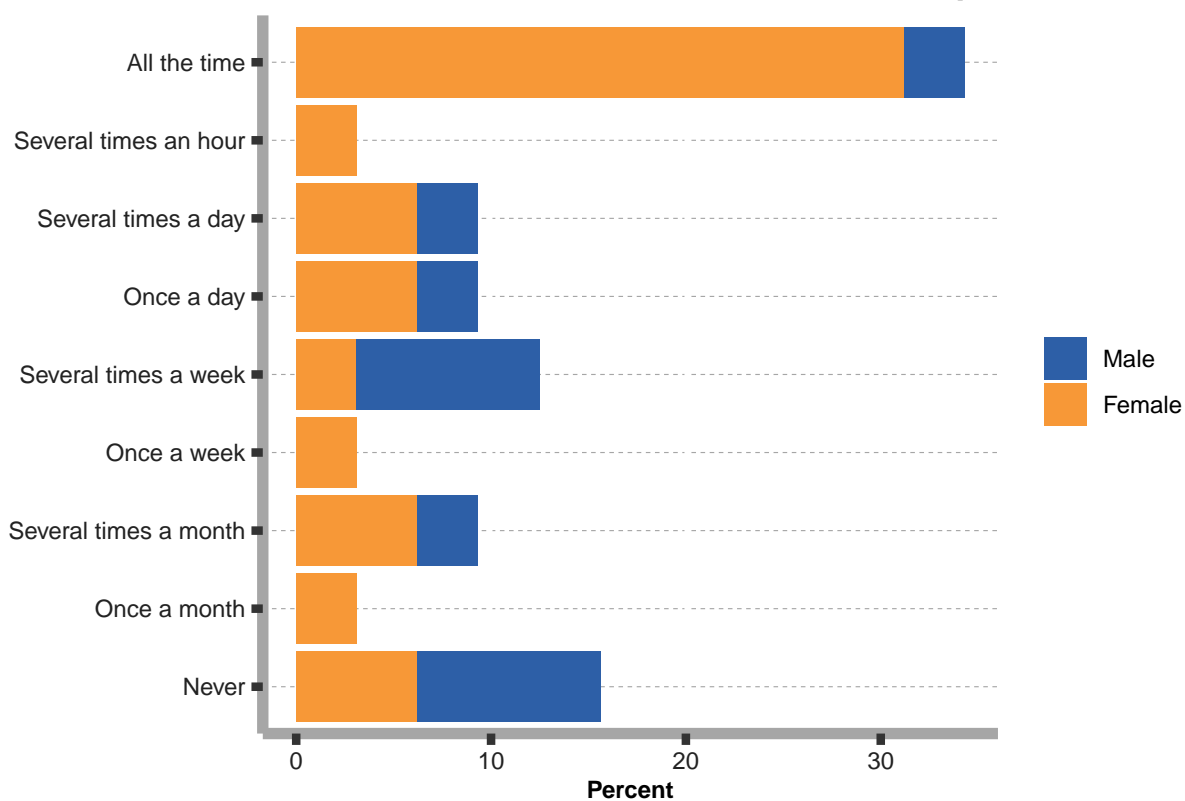
Q15. Record video on a mobile phone



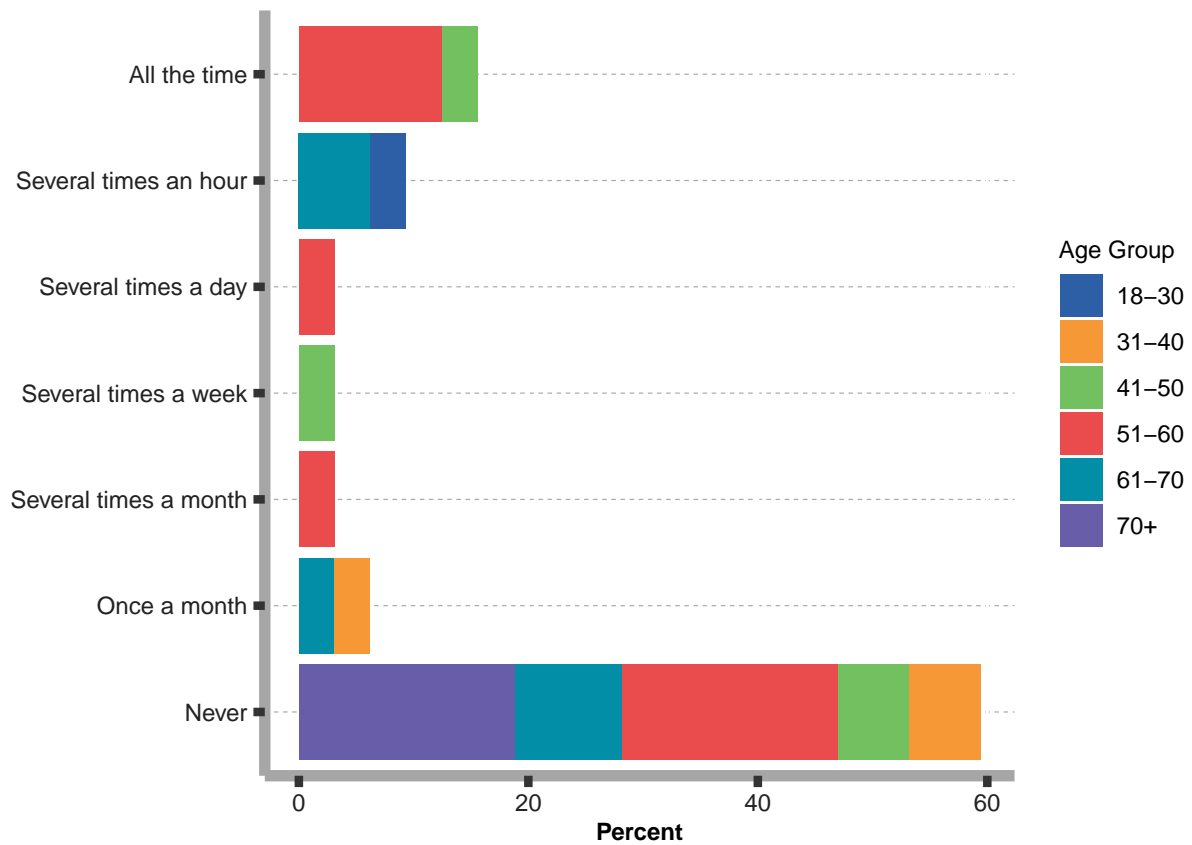
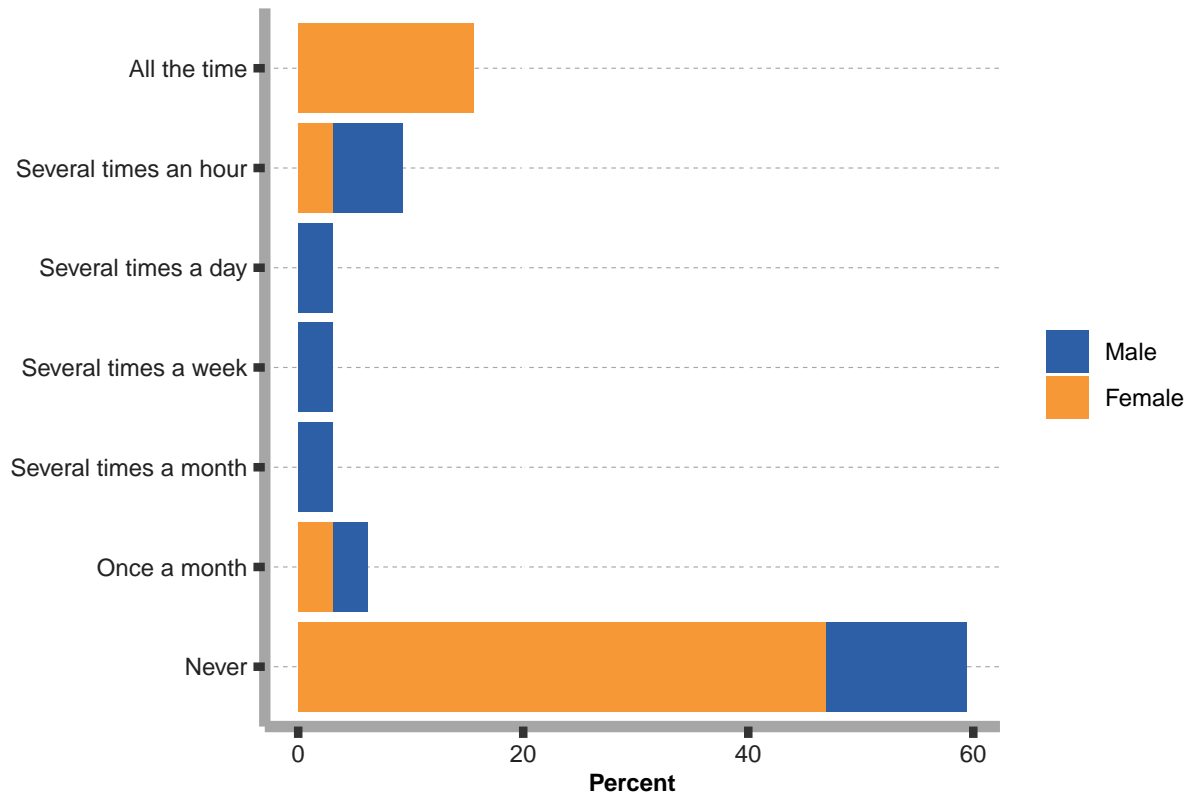
Q16. Use apps (for any purpose) on a mobile phone



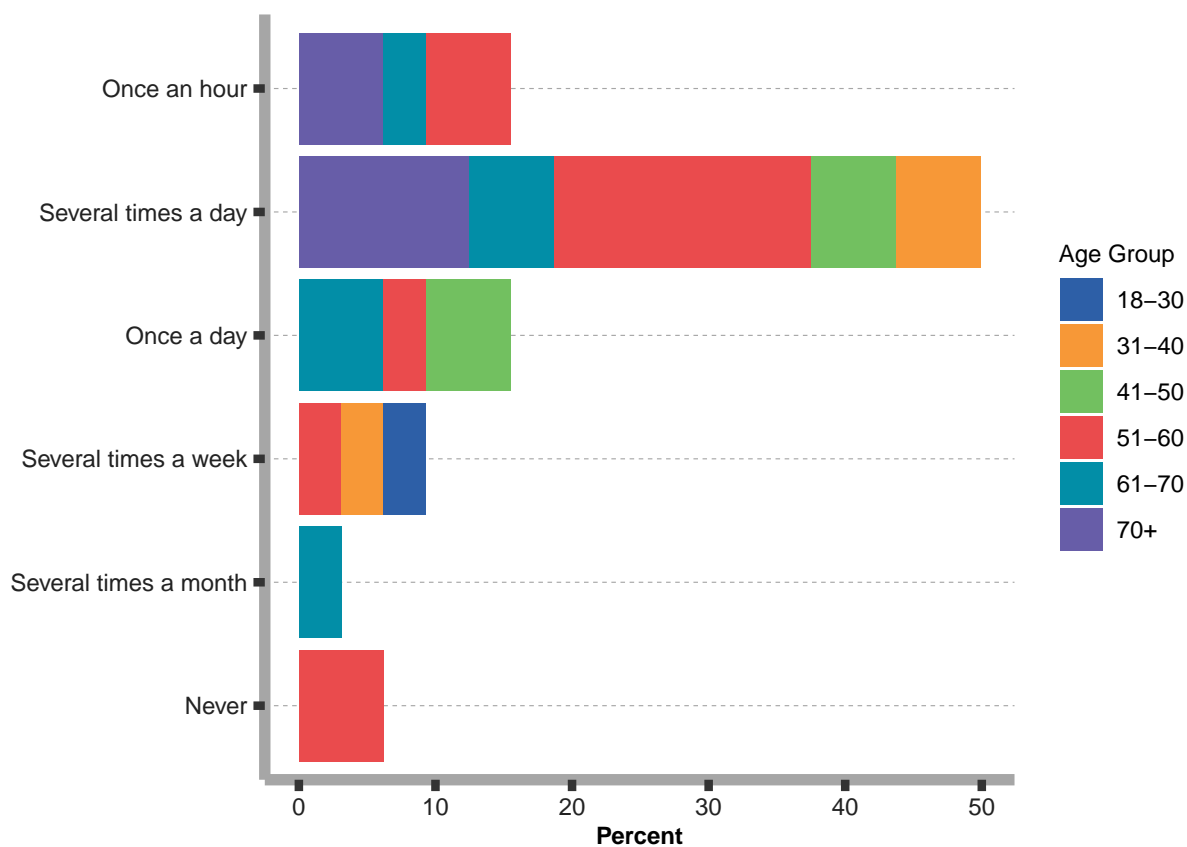
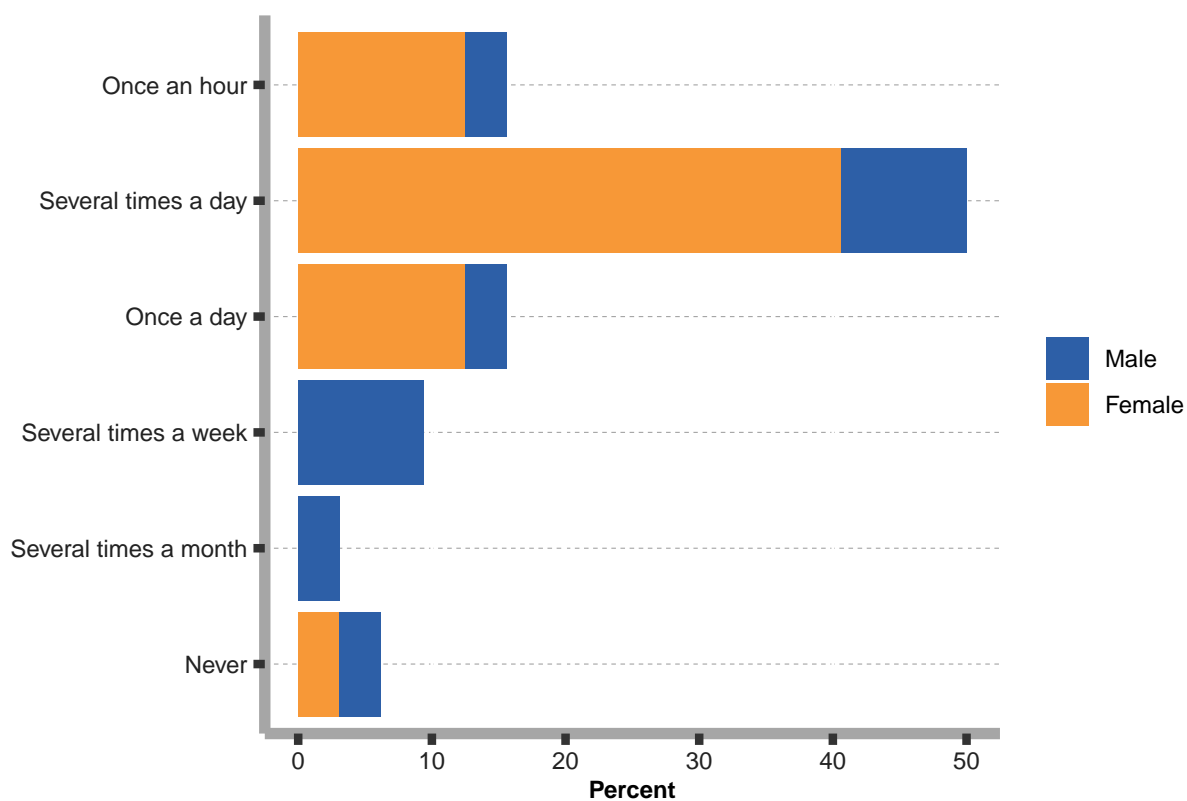
Q17. Search for information with a mobile phone



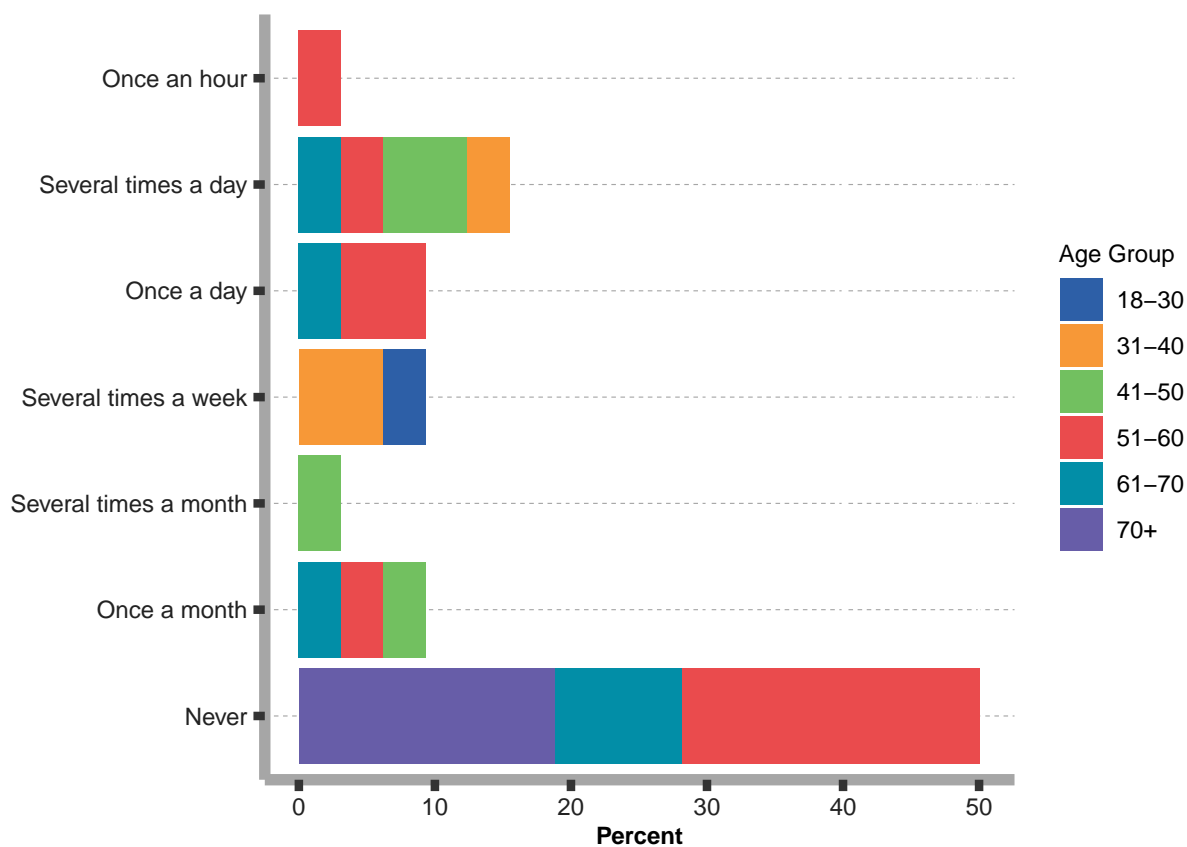
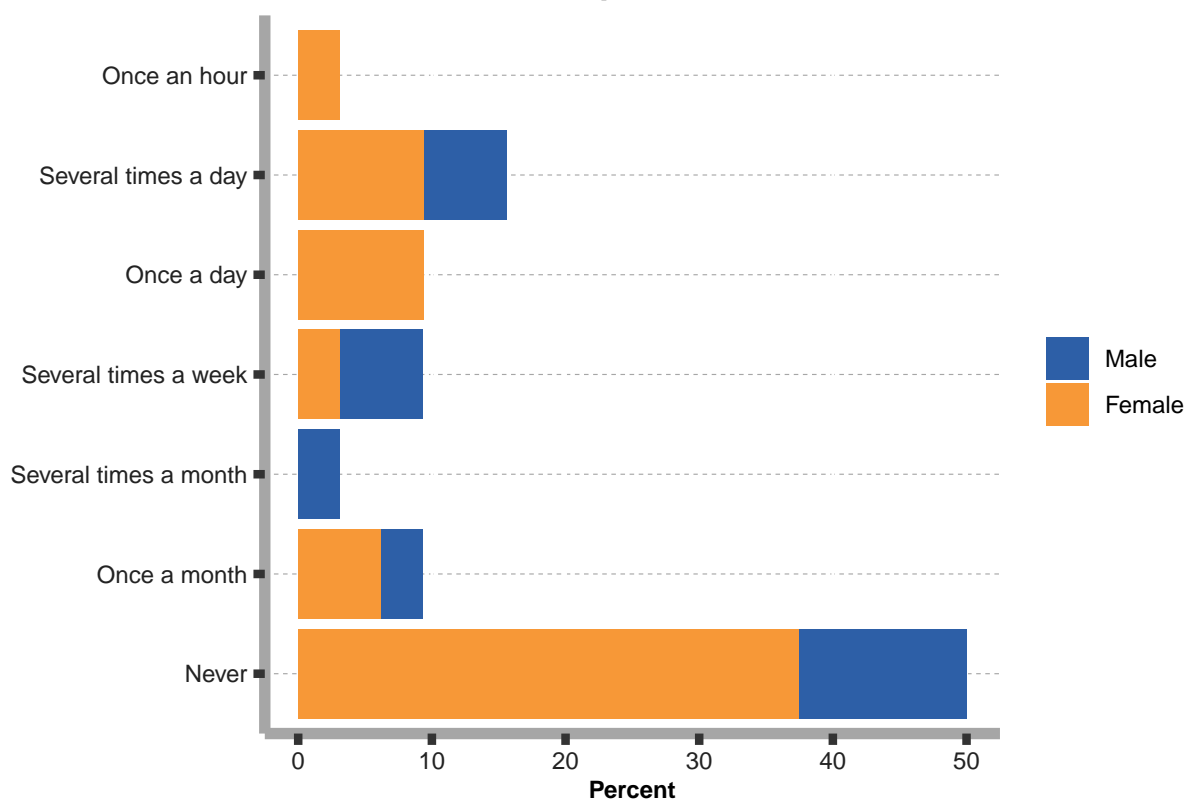
Q18. Use your mobile phone during class or work time



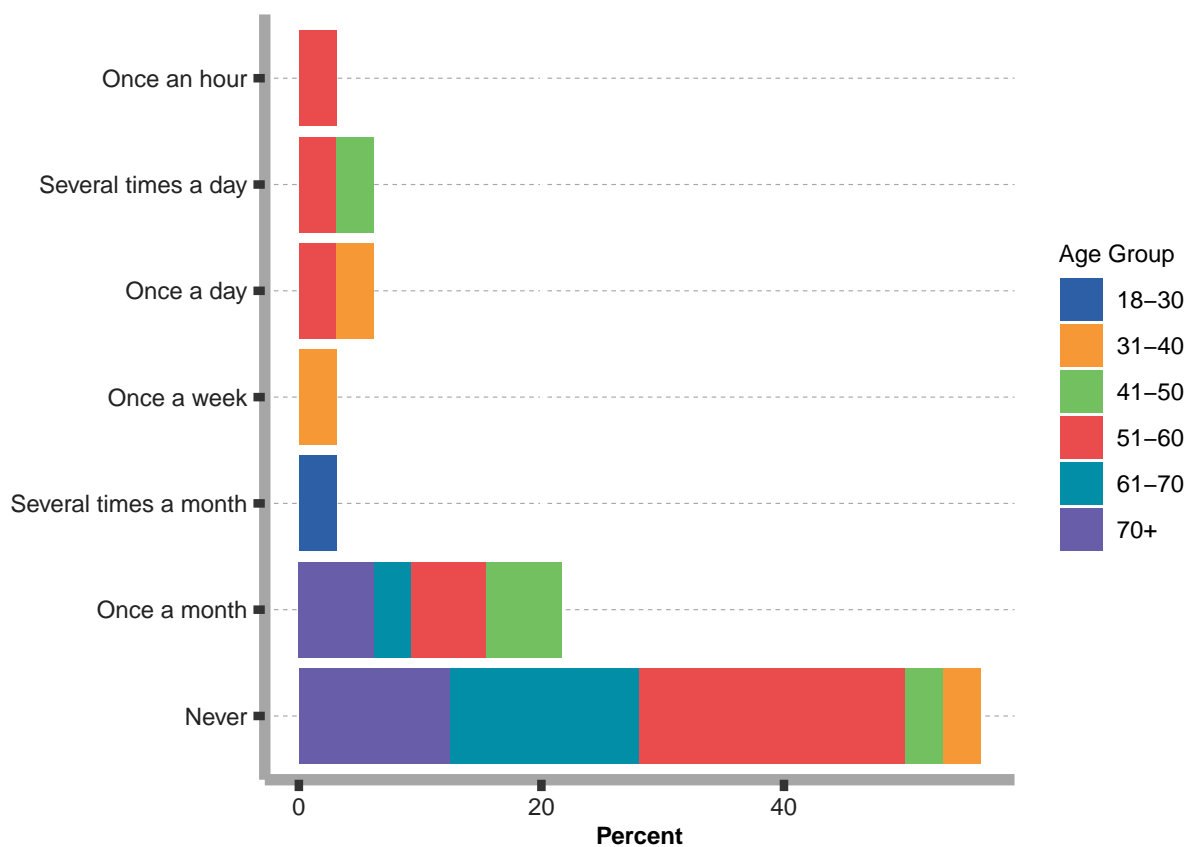
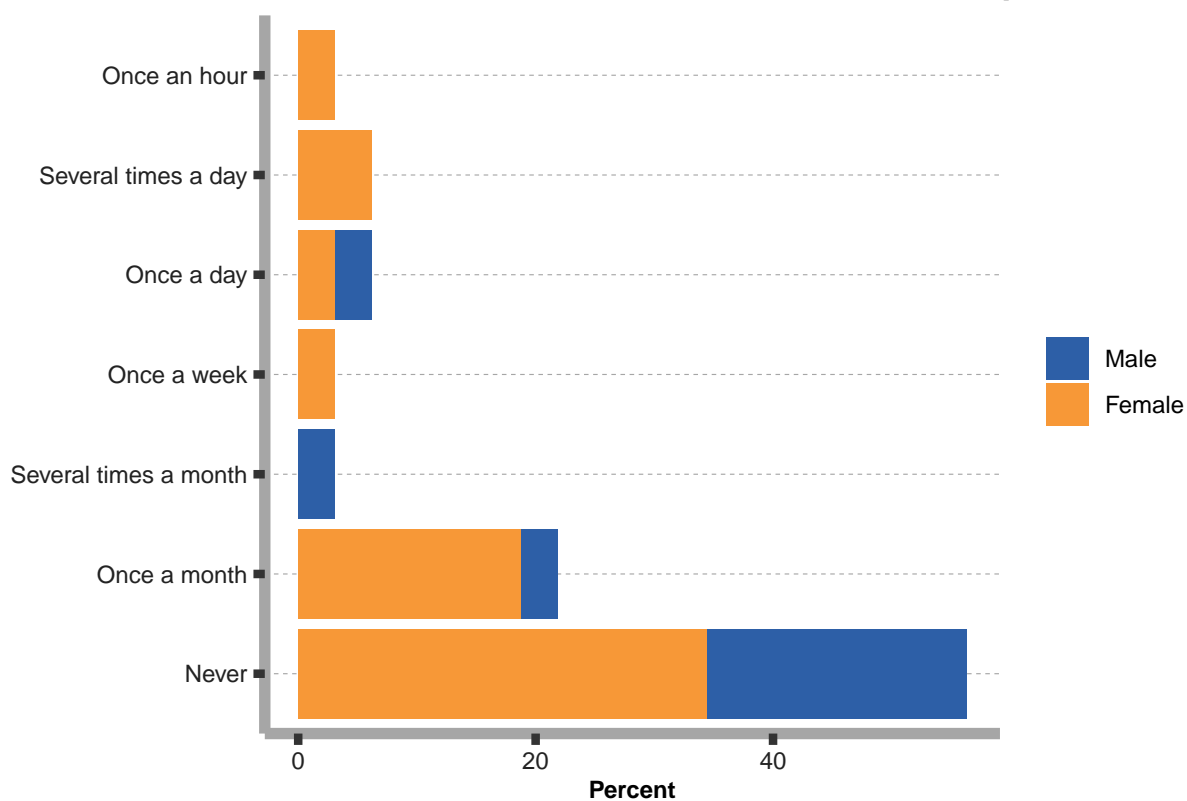
Q19. Watch TV shows, movies, etc. on a TV set



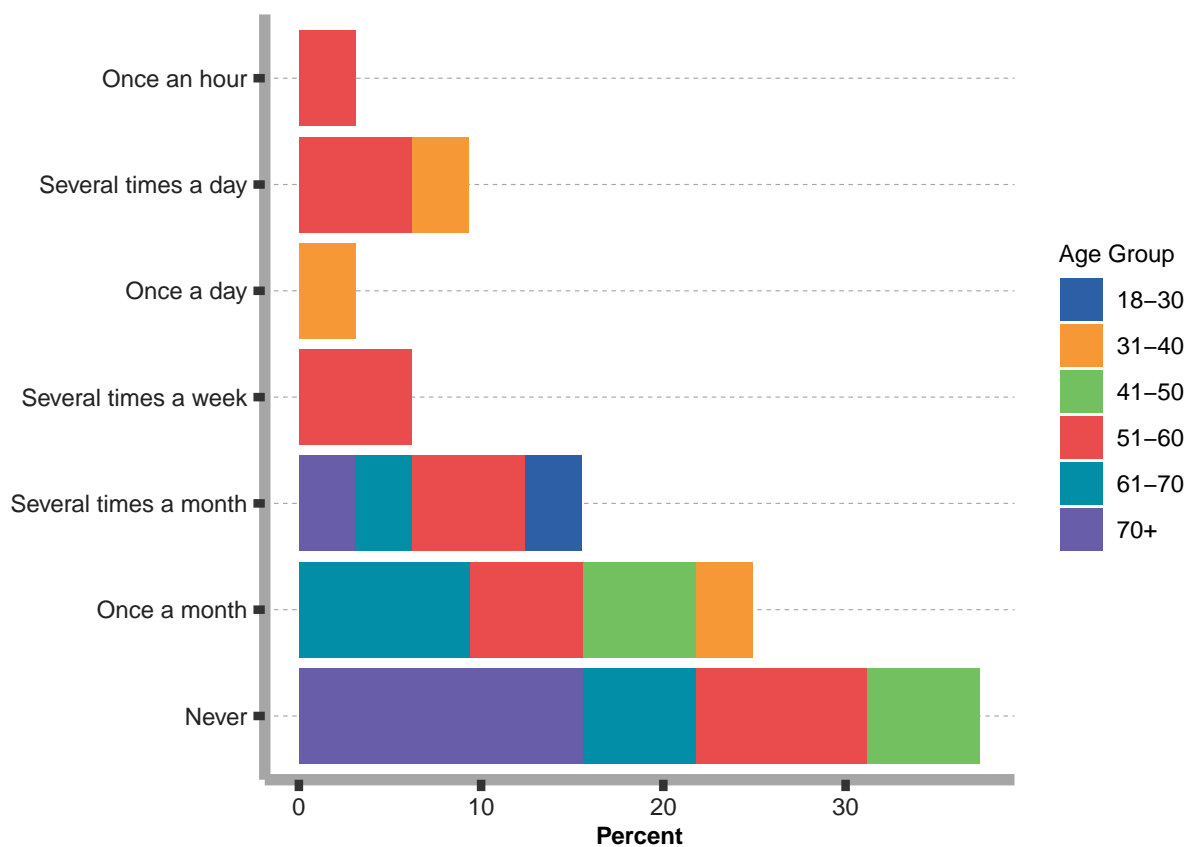
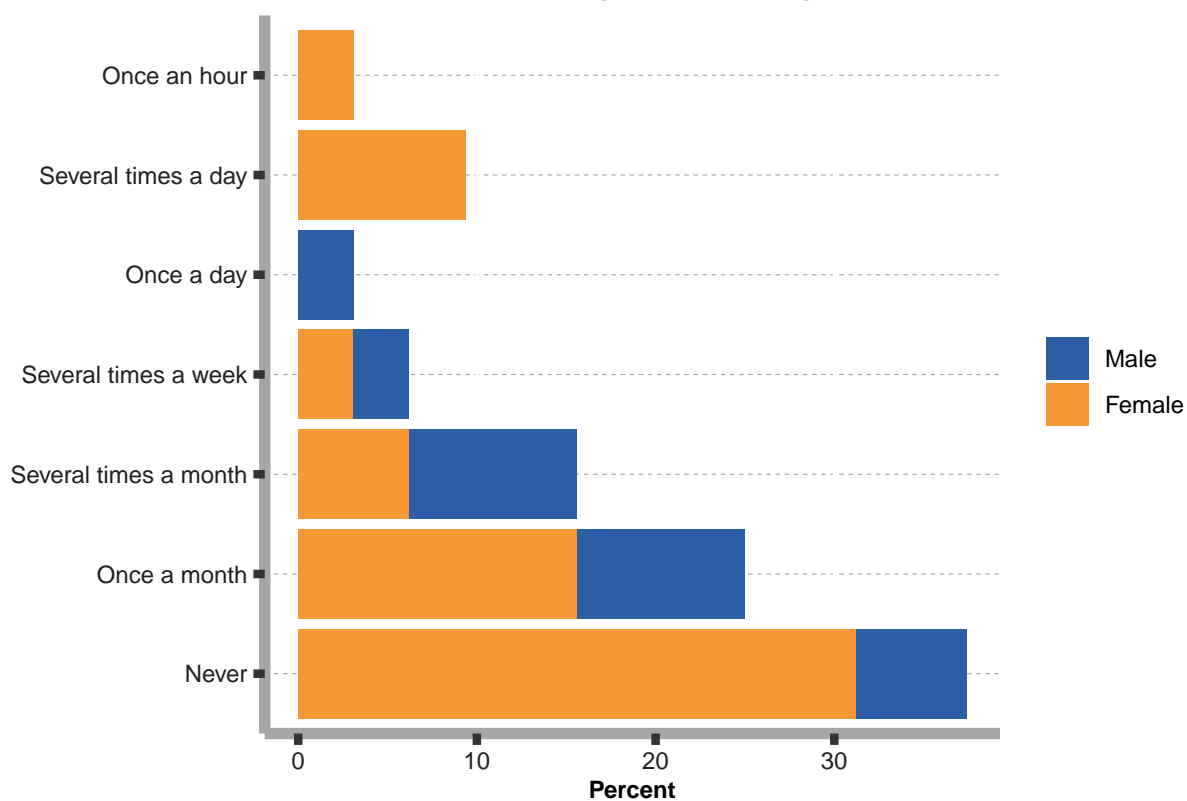
Q20. Watch video clips on a TV set



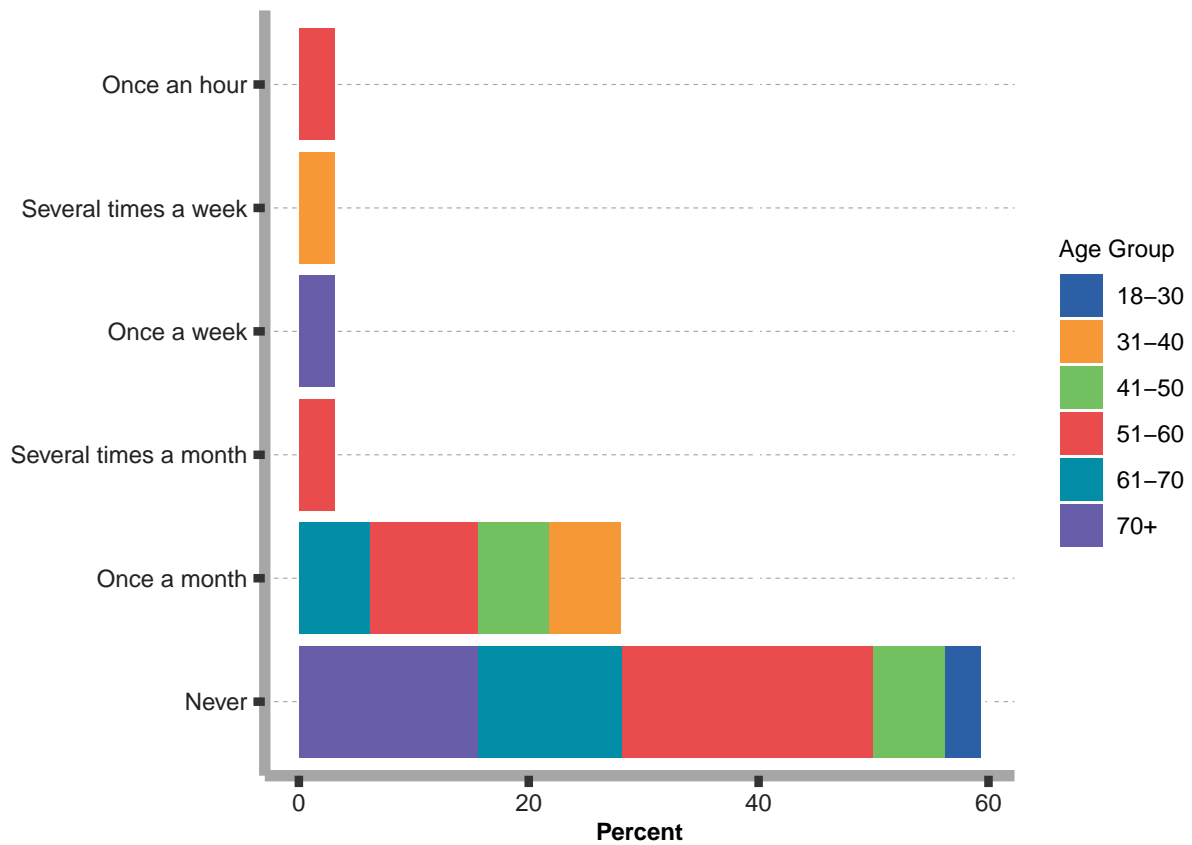
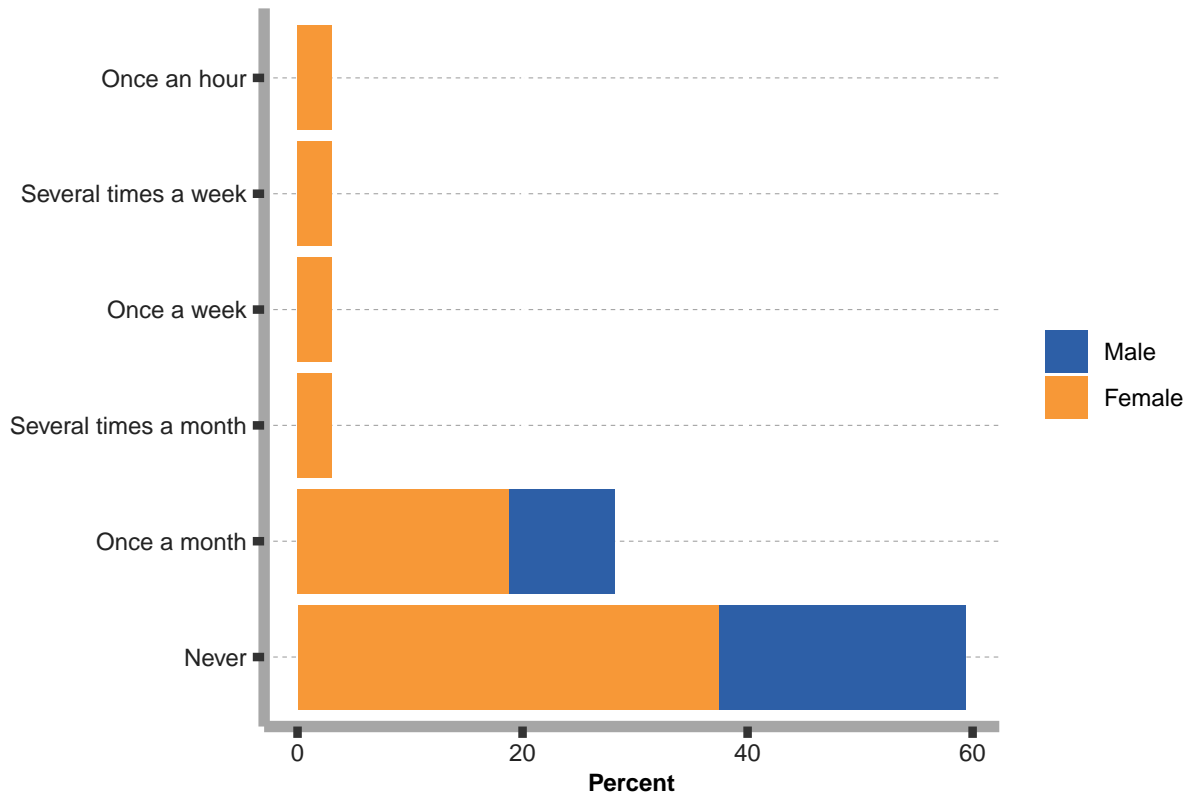
Q21. Watch TV shows, movies, etc. on a computer



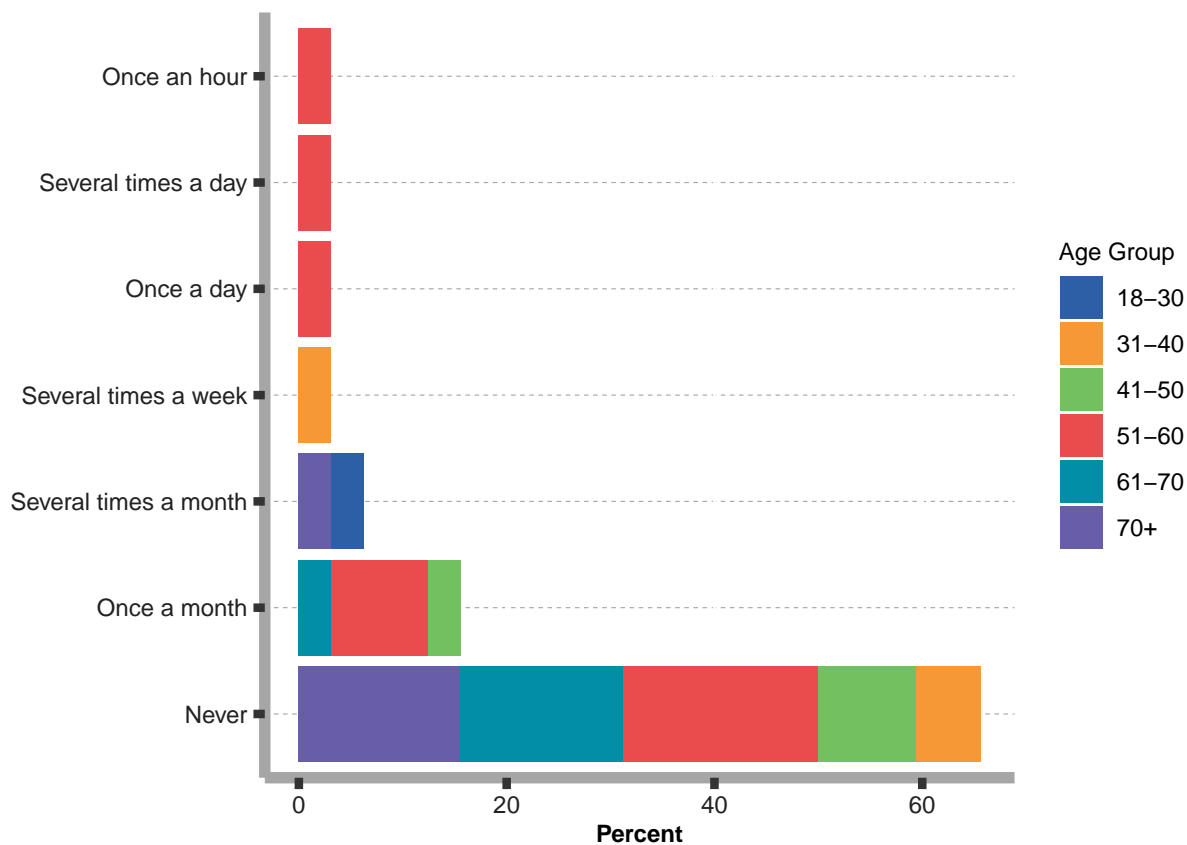
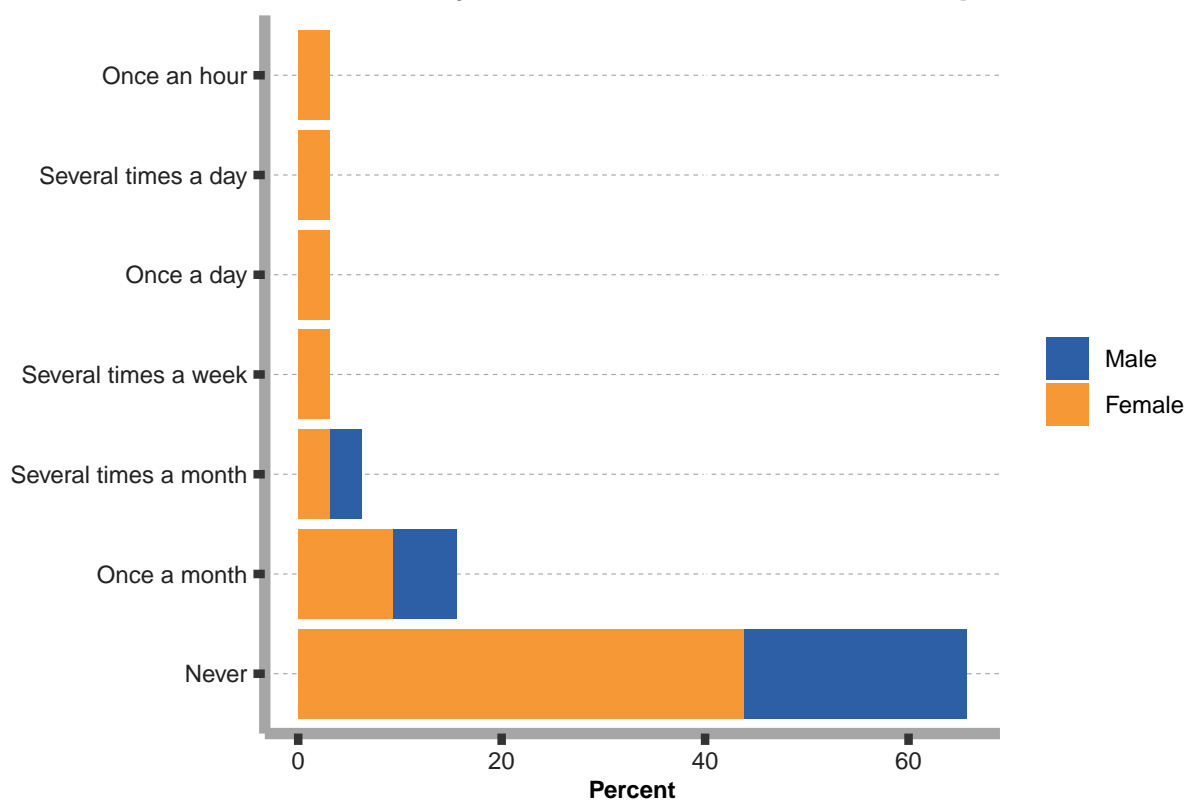
Q22. Watch video clips on a computer



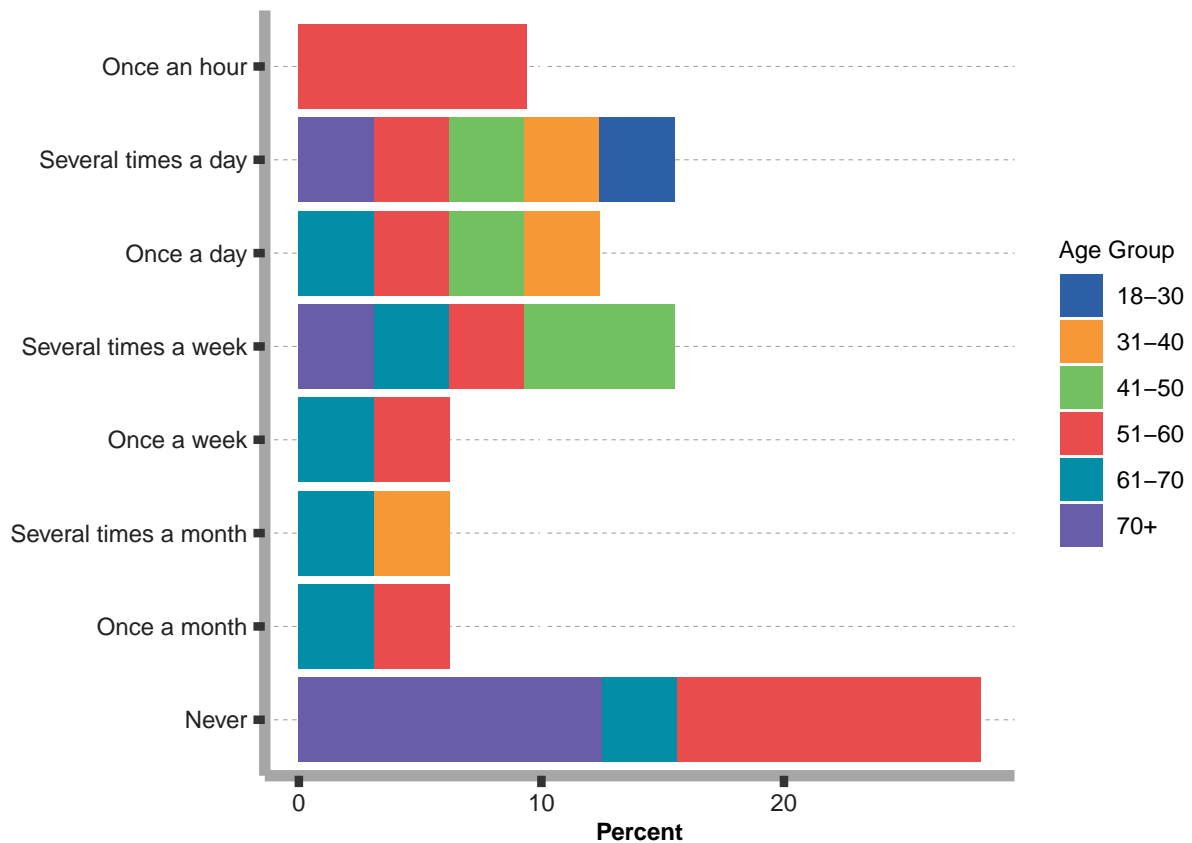
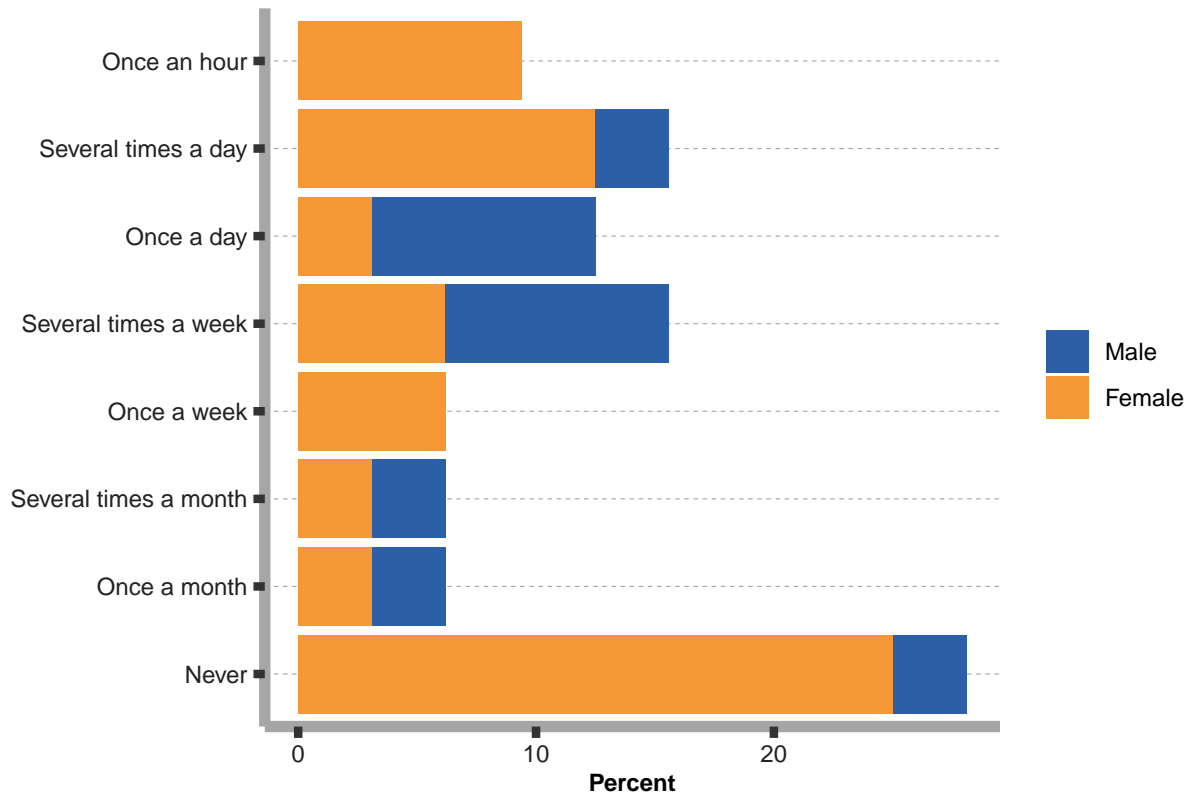
Q23. Download media files from other people on a computer



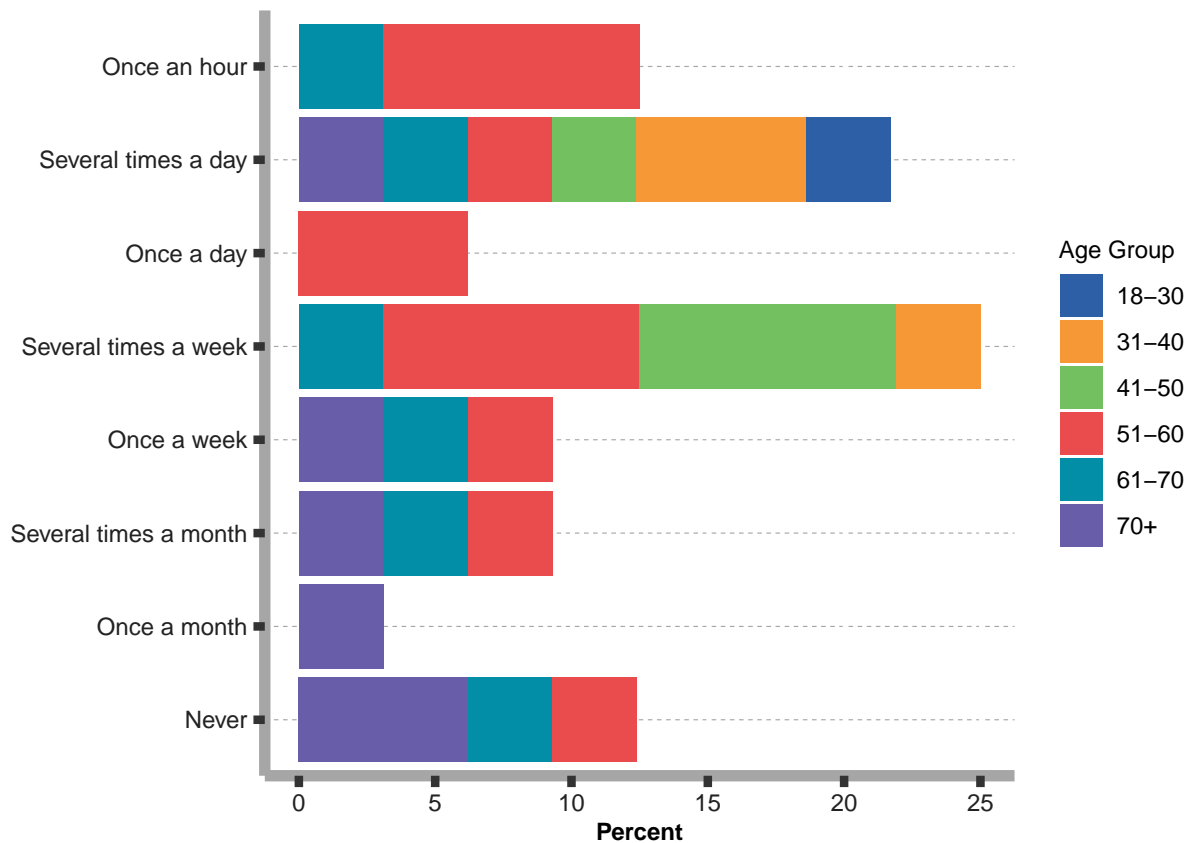
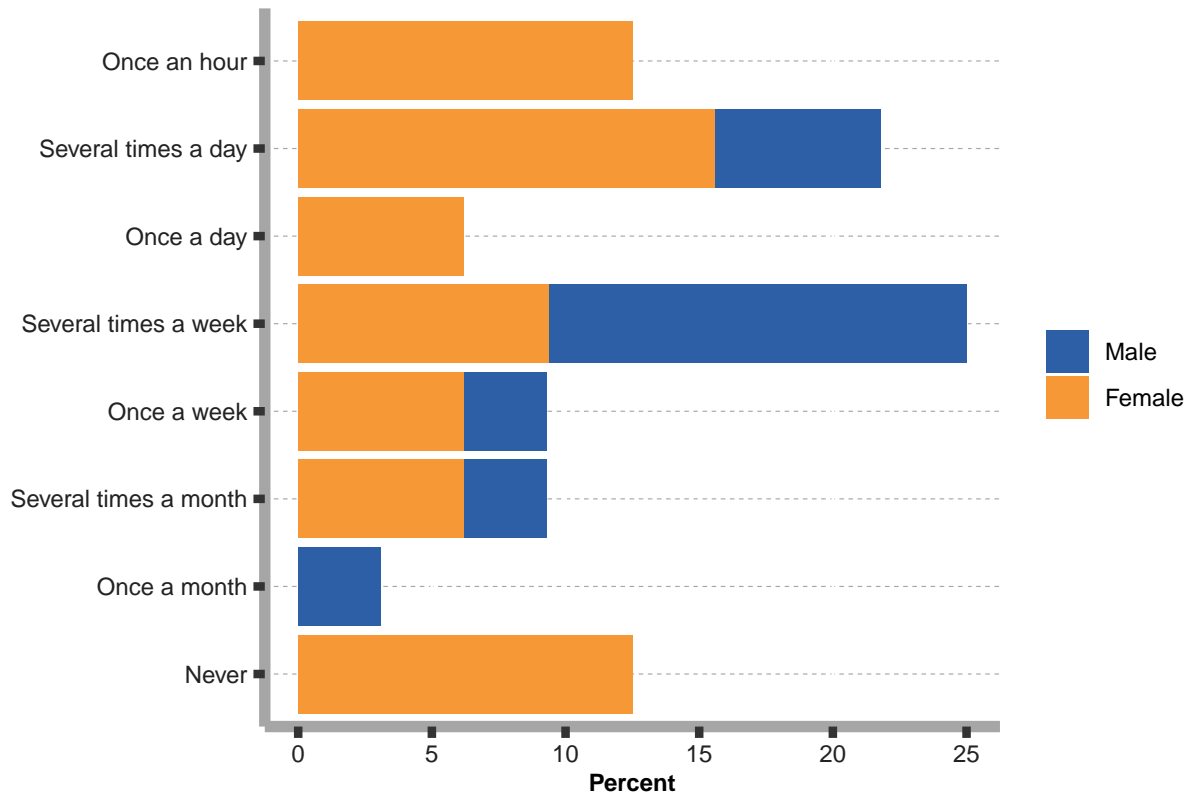
Q24. Share your own media files on a computer



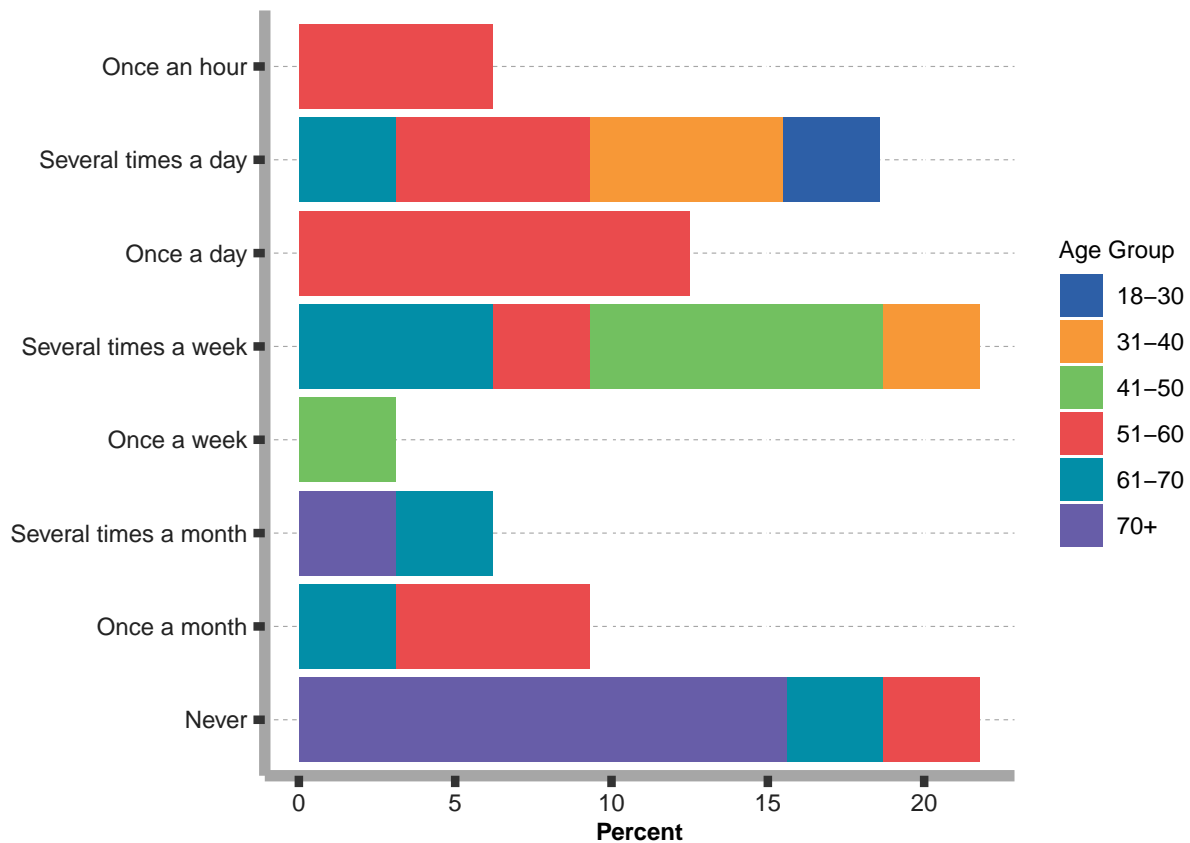
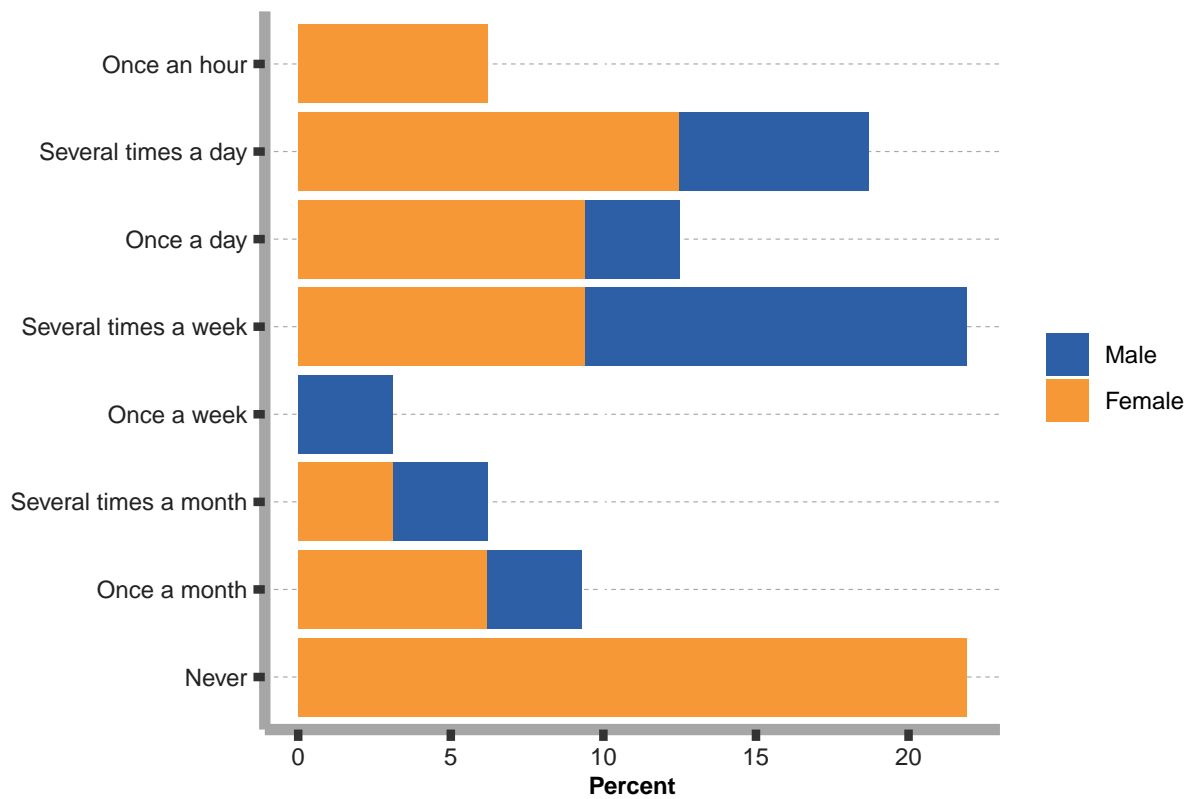
Q25. Search the Internet for news on any device



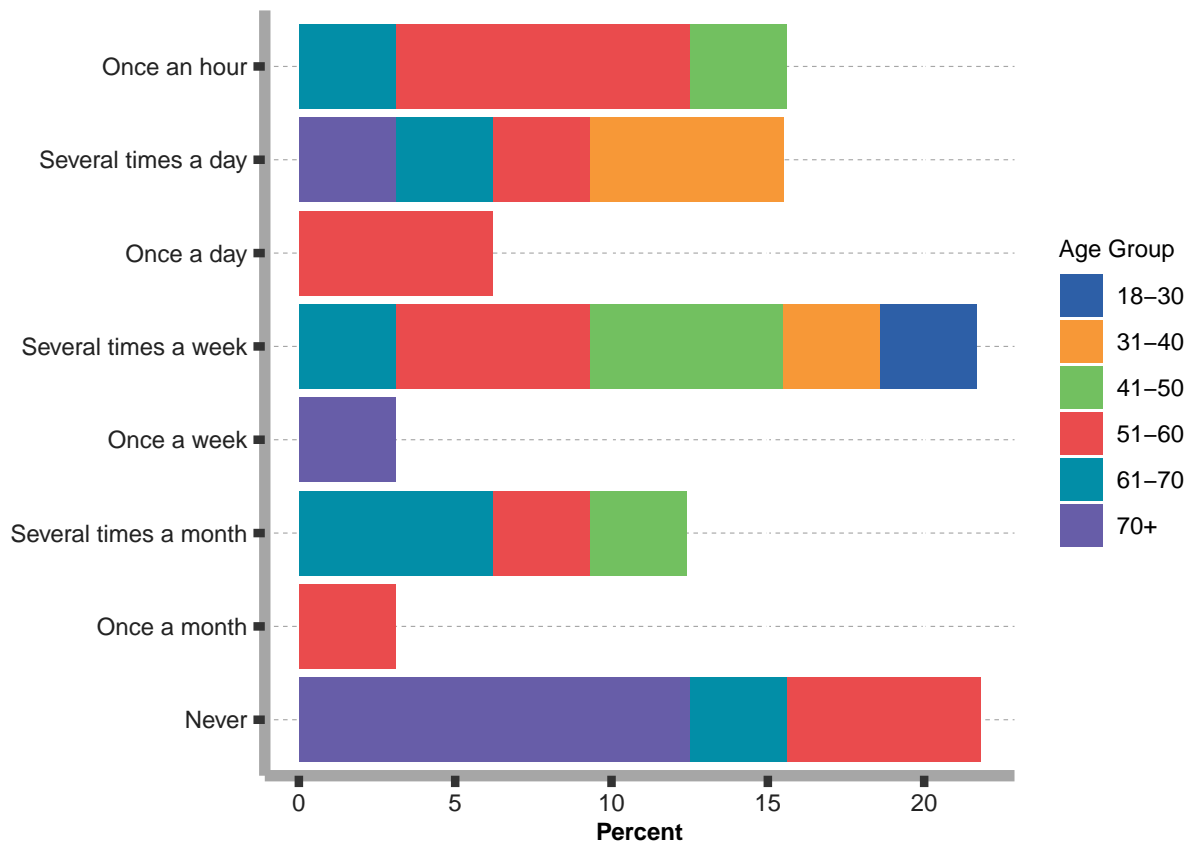
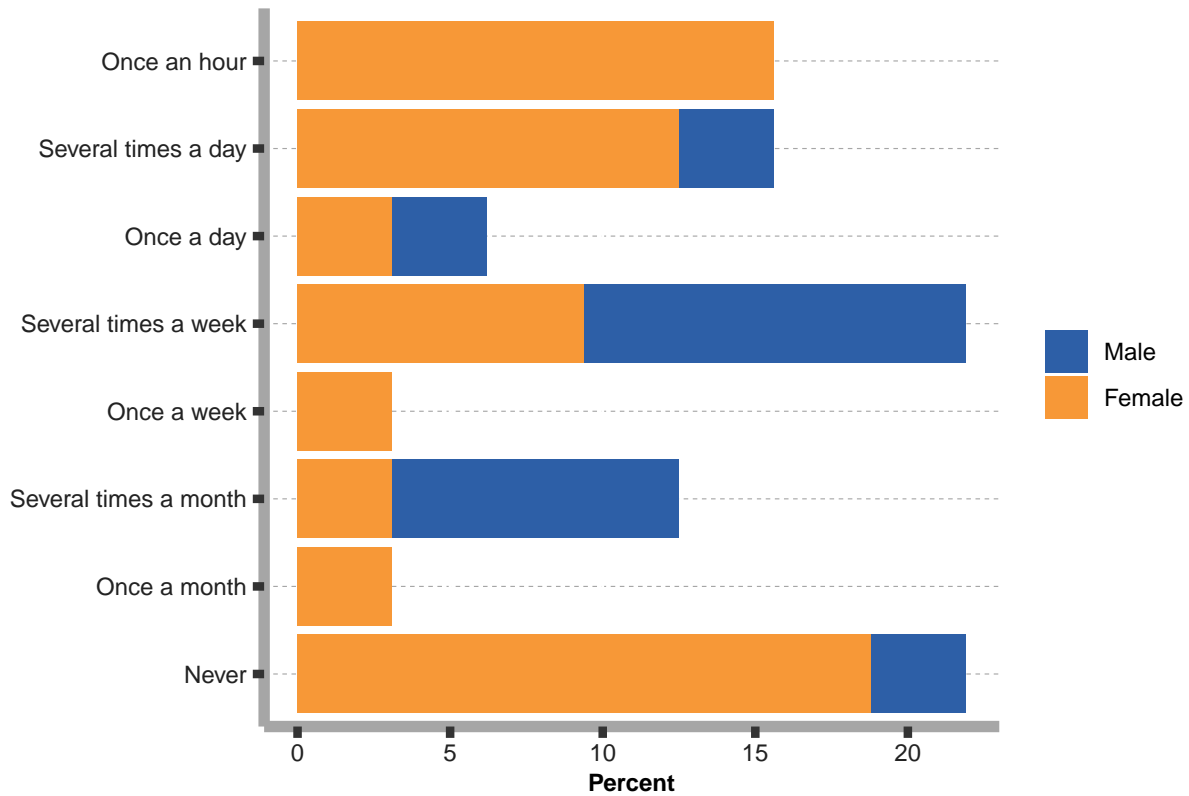
Q26. Search the Internet for information on any device



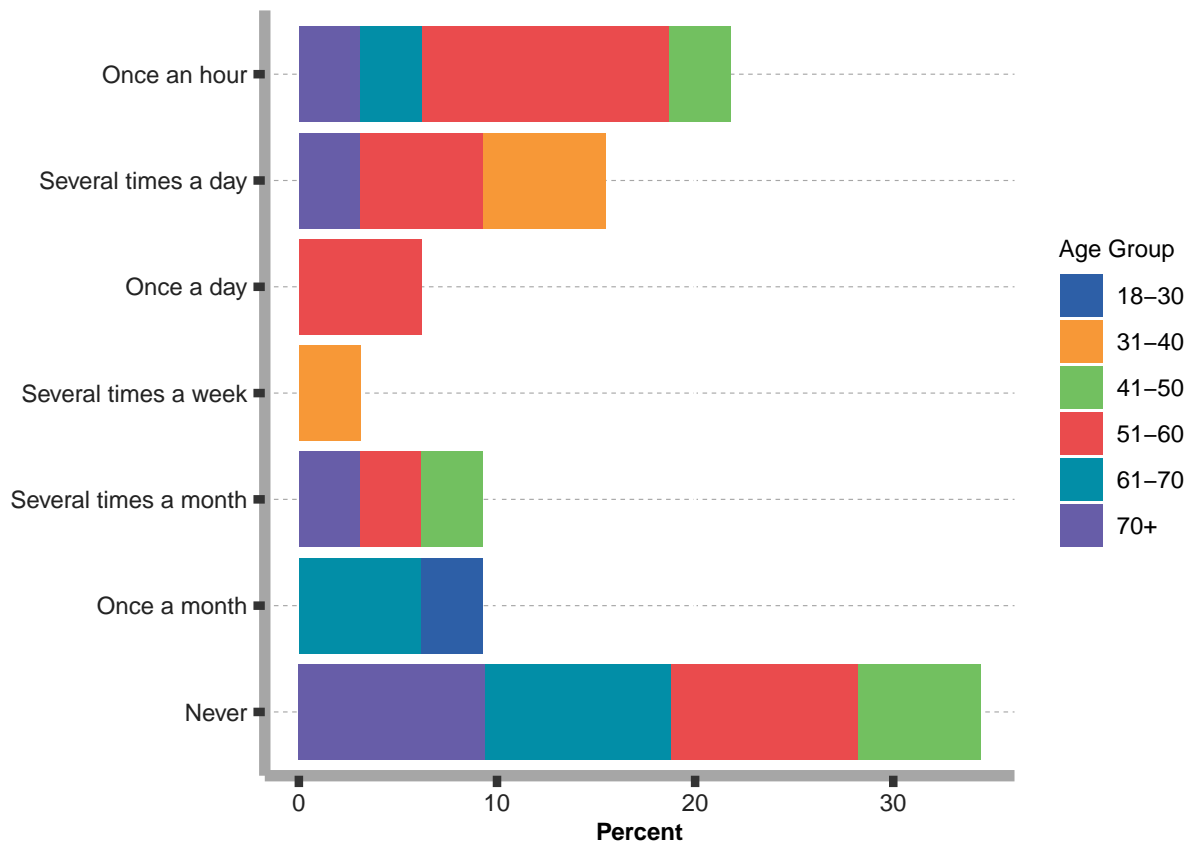
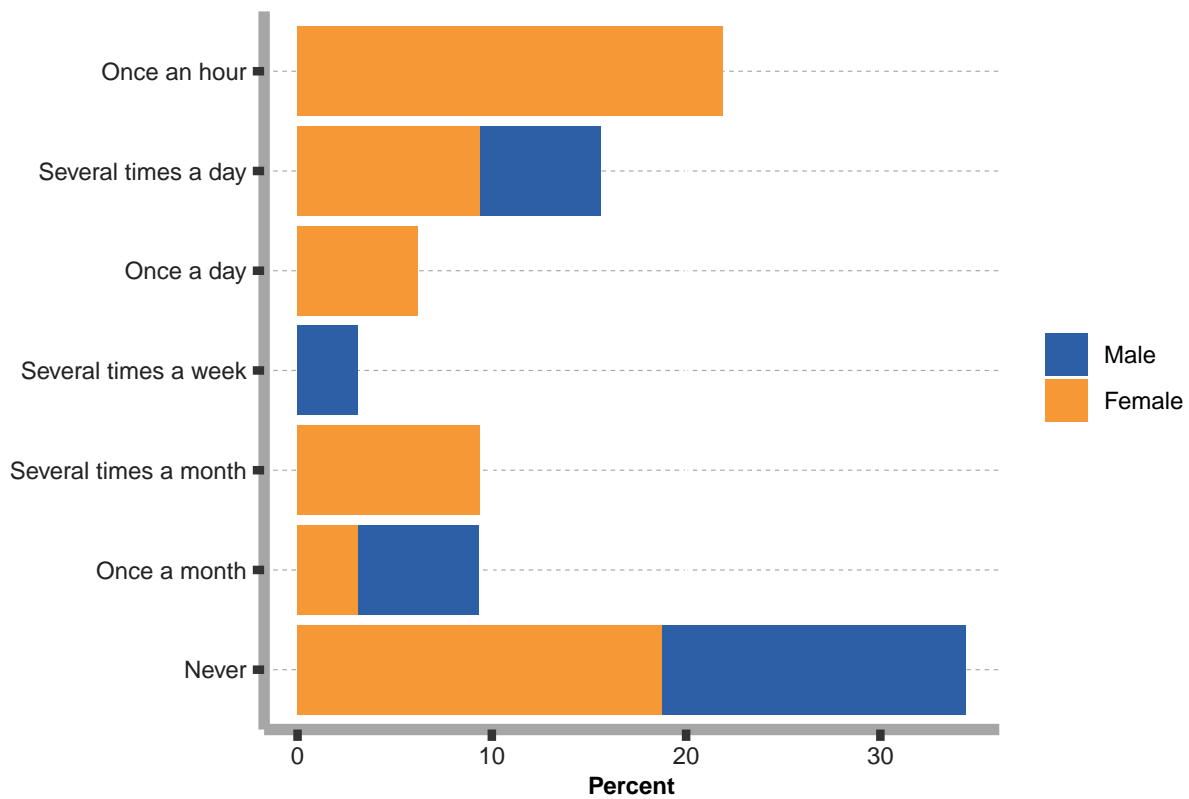
Q27. Search the Internet for videos on any device



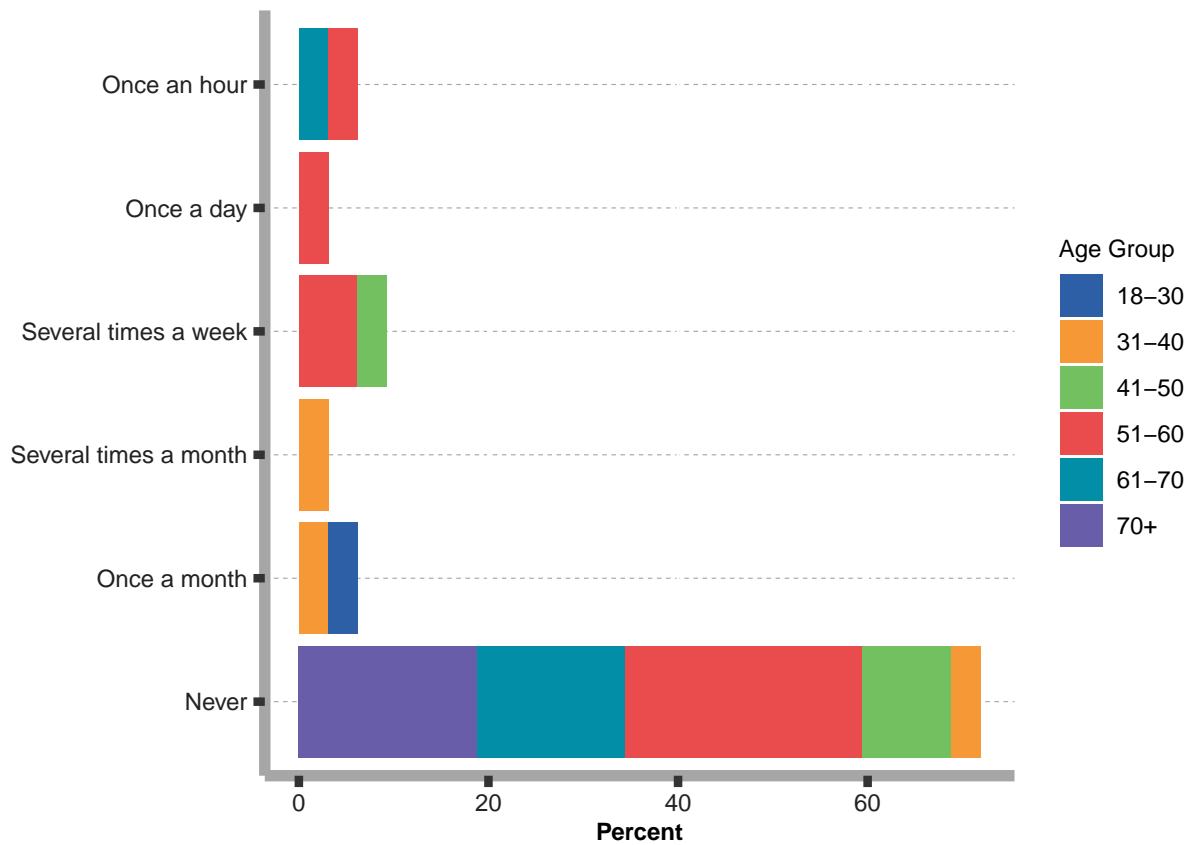
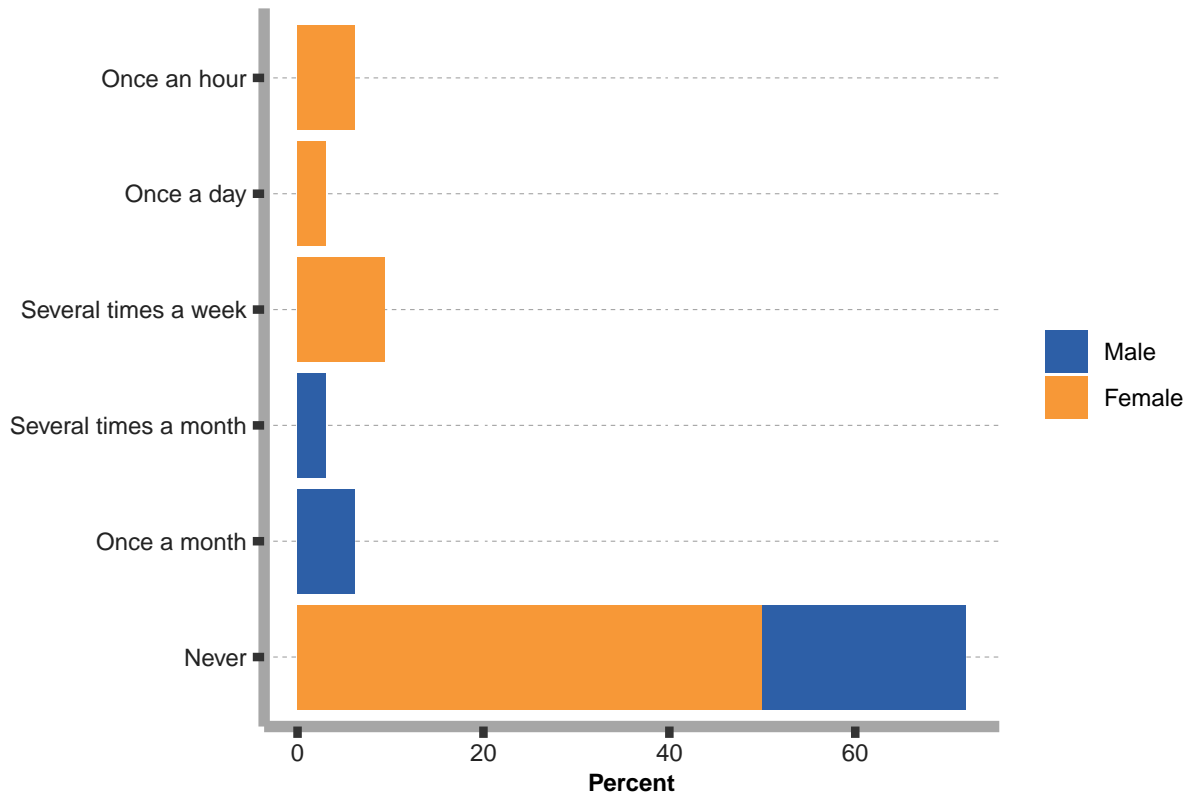
Q28. Search the Internet for images or photos on any devi



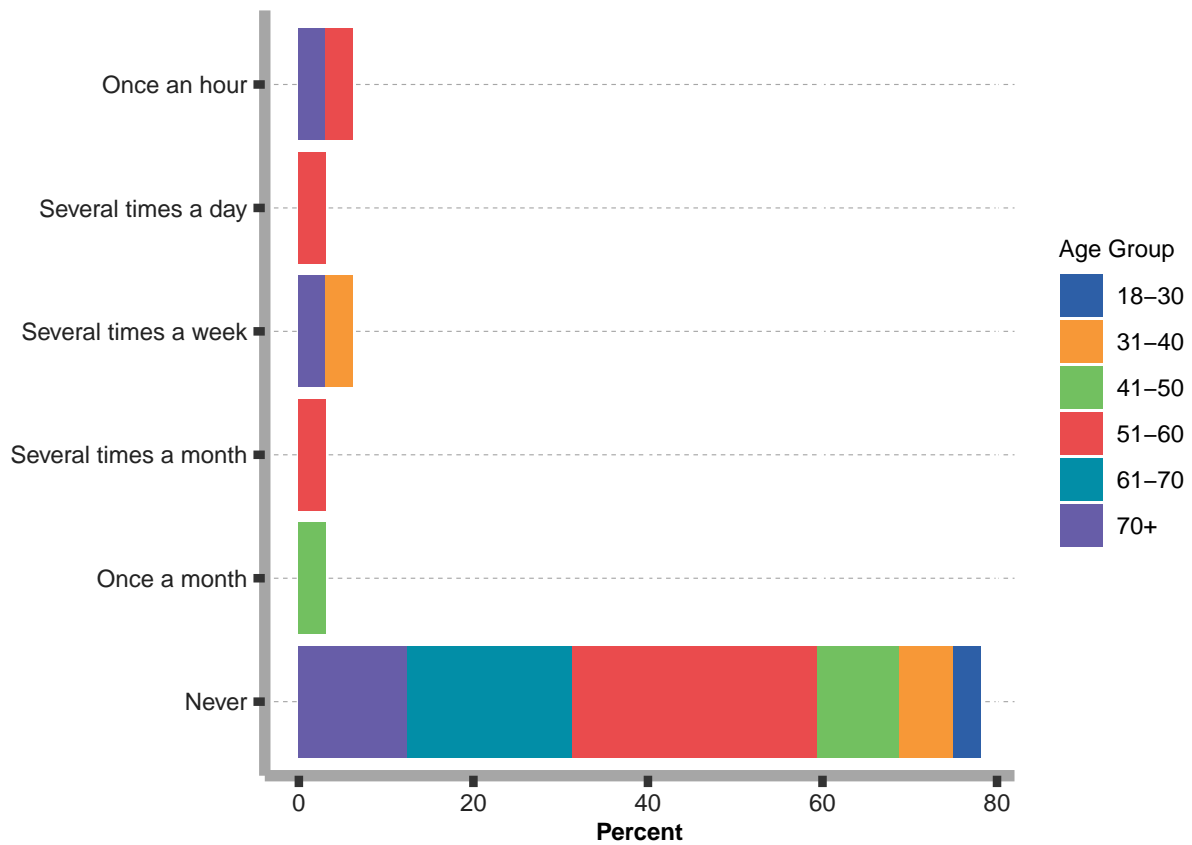
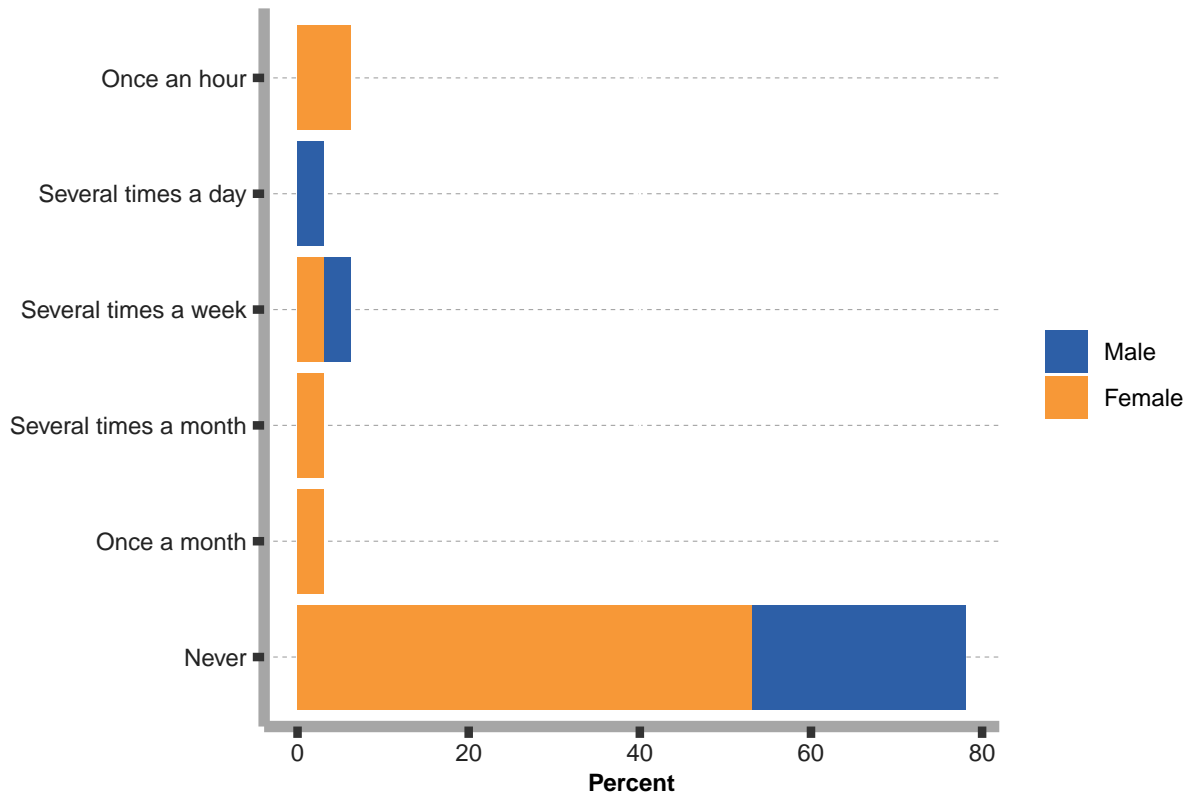
Q29. Play games on a computer, video game console or smartphone

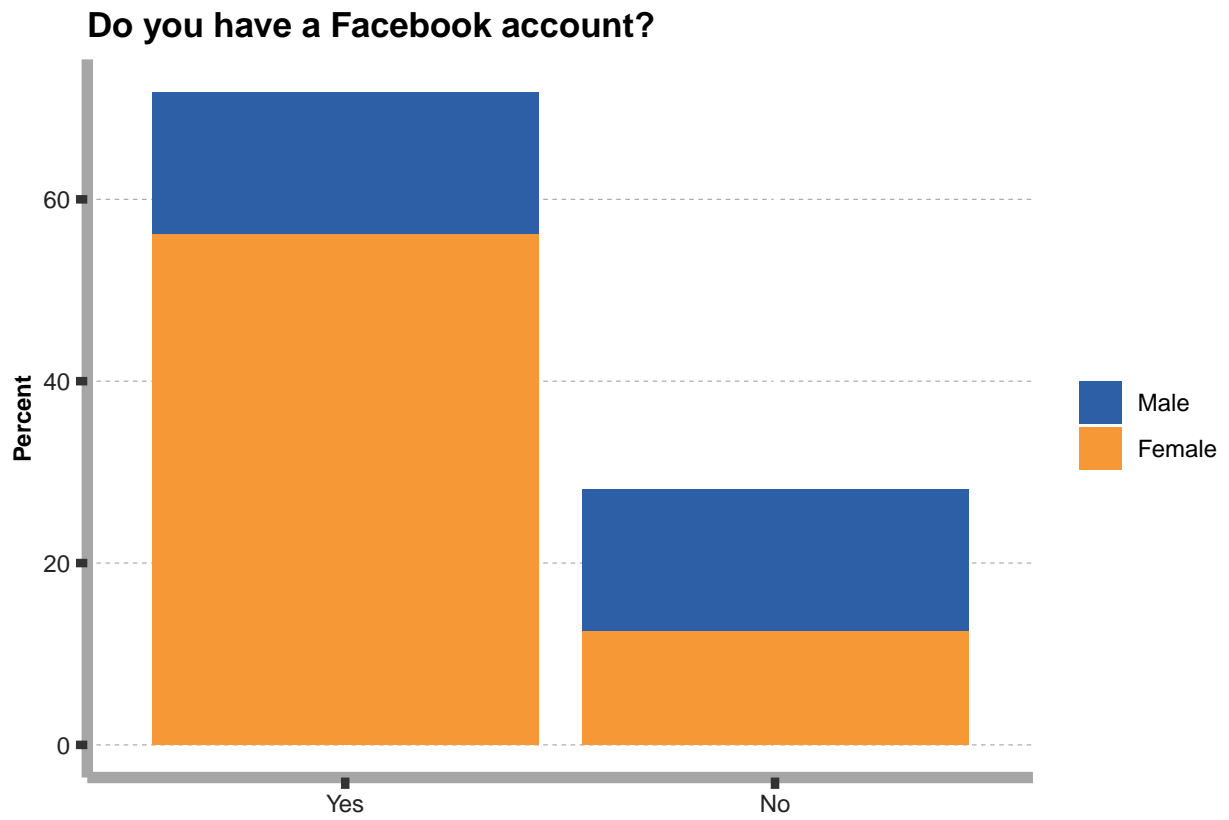


Q30. Play games on a computer, video game console or simulator

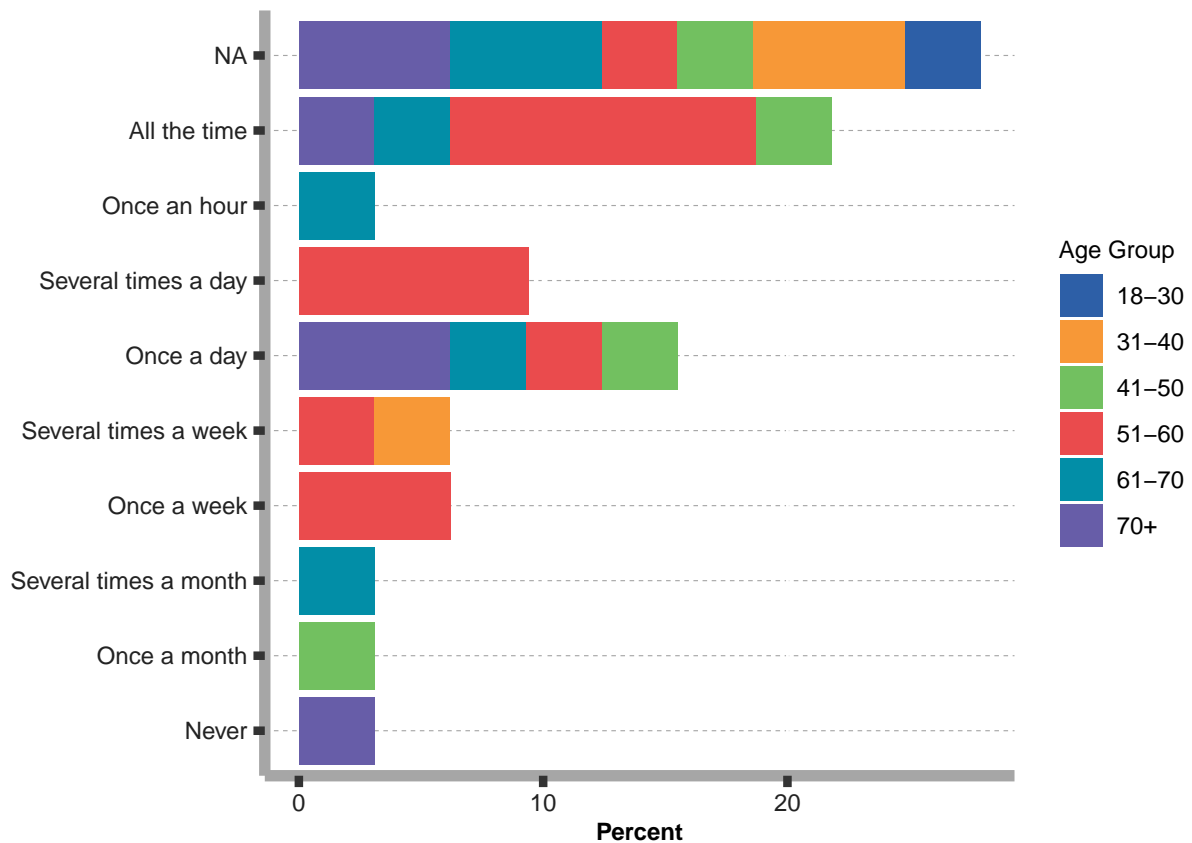
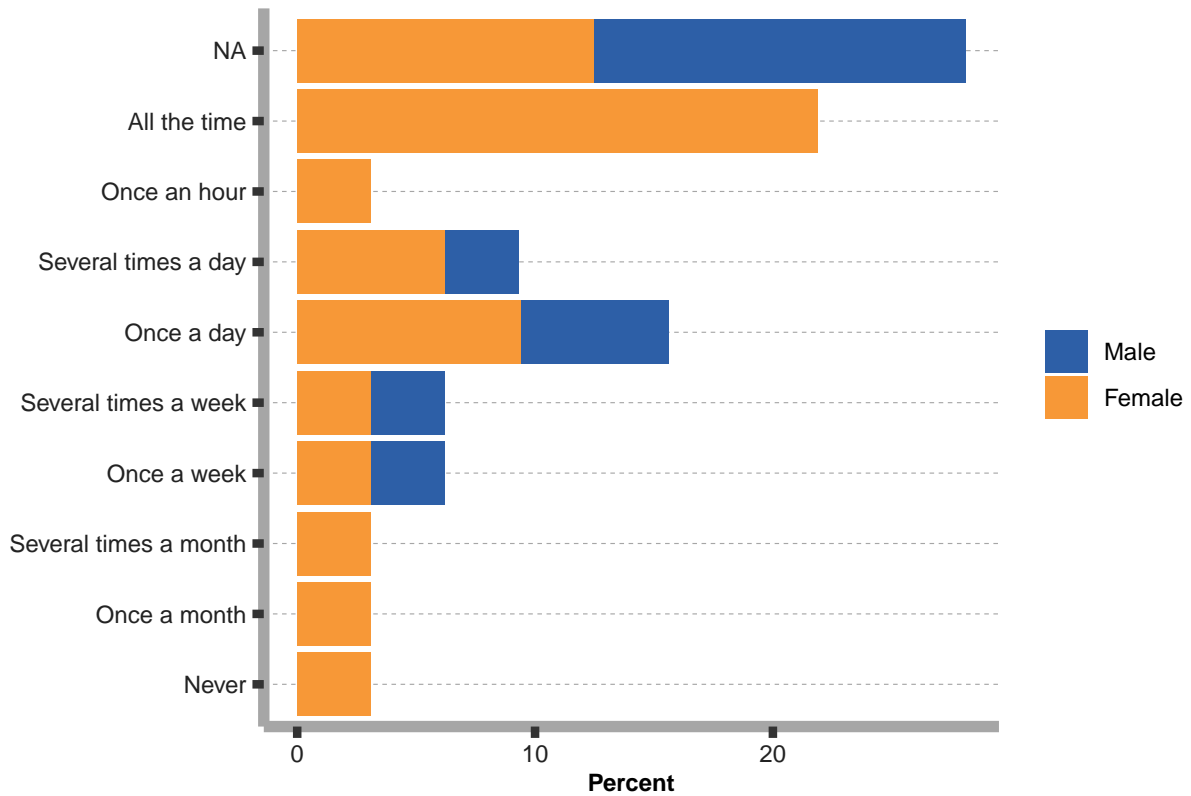


Q31. Play games on a computer, video game console or smartphone

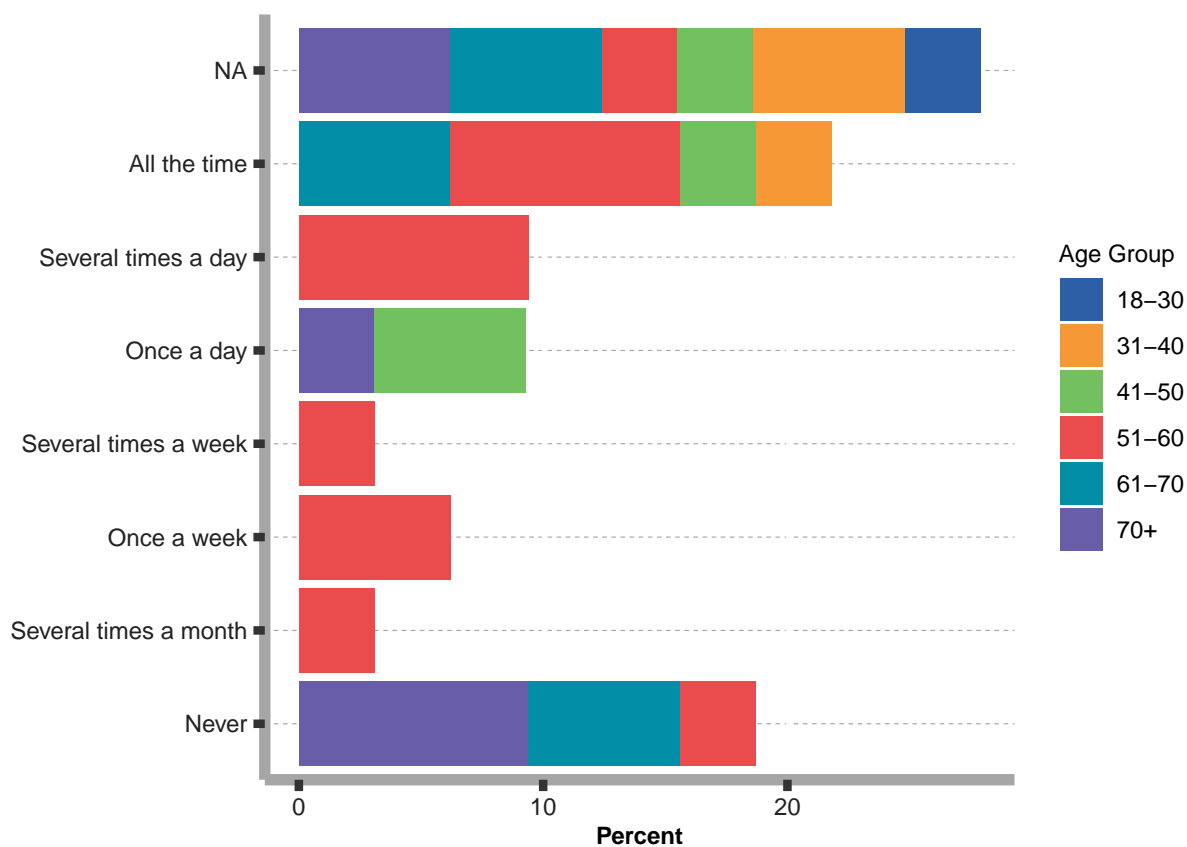
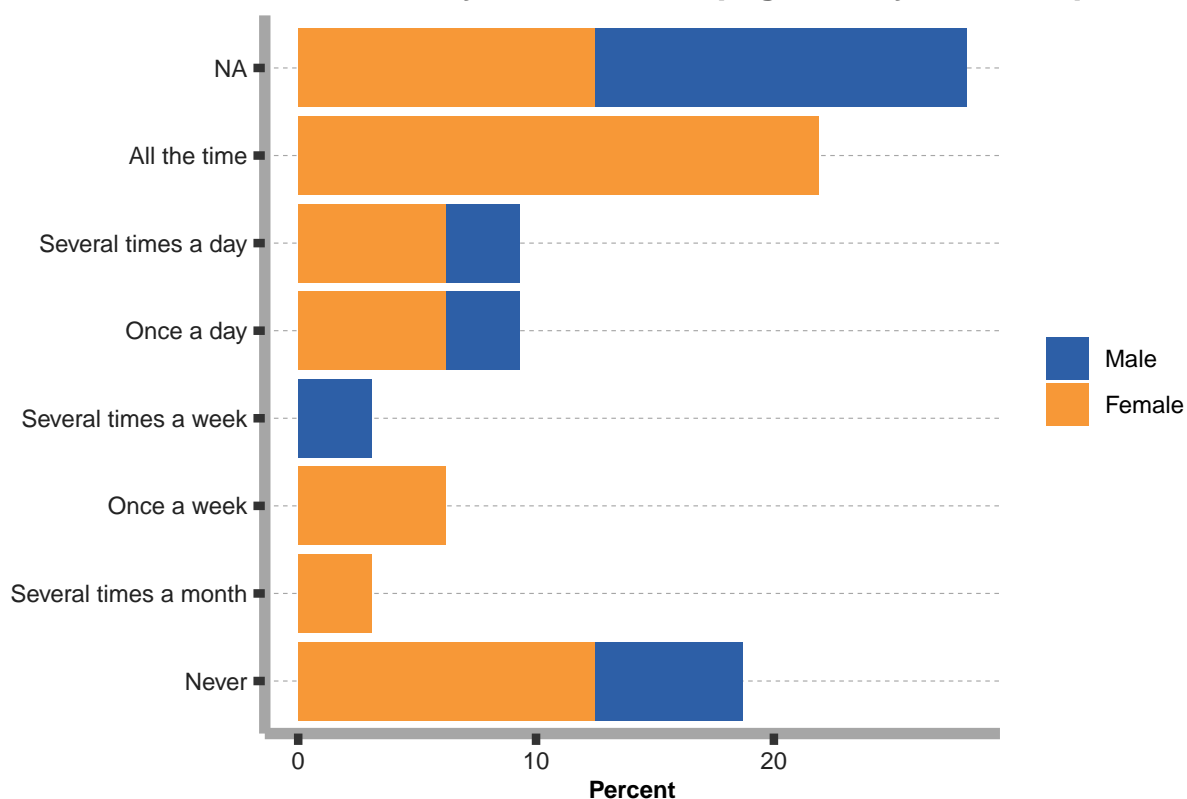




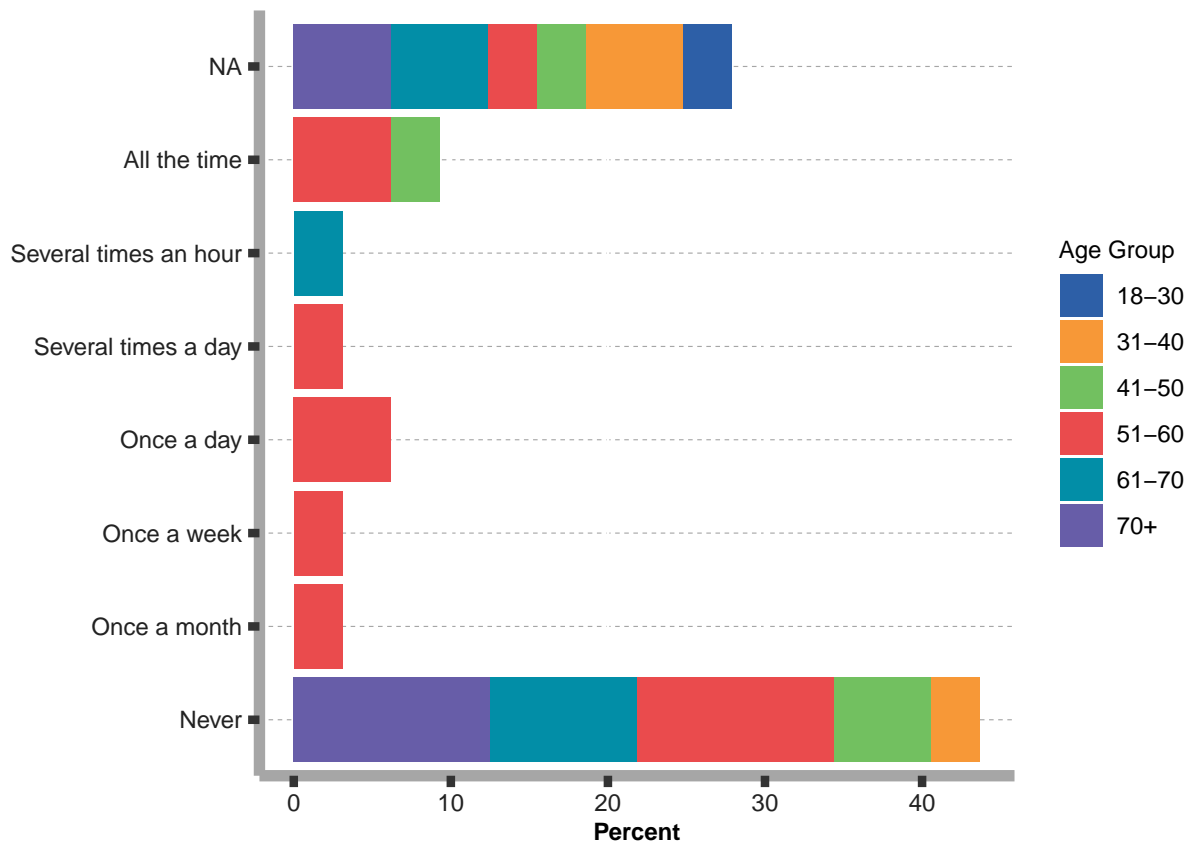
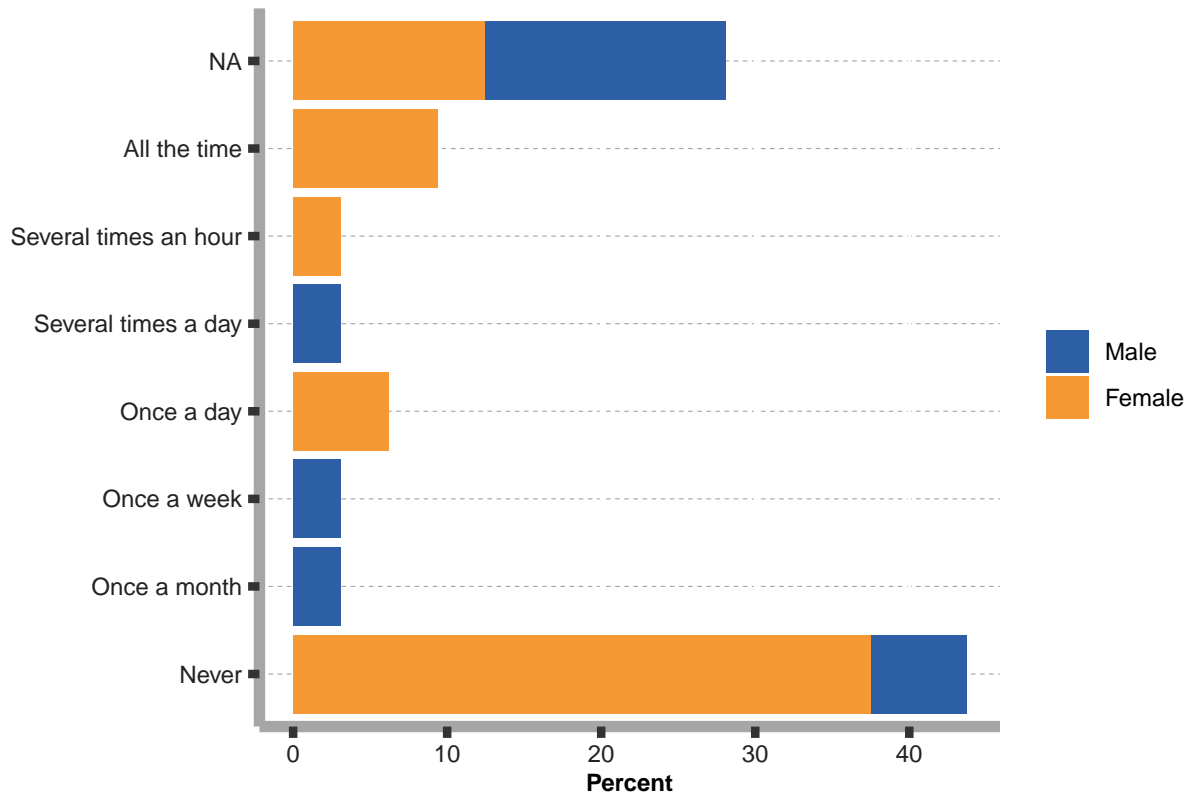
Q32. Check your Facebook page or other social networks



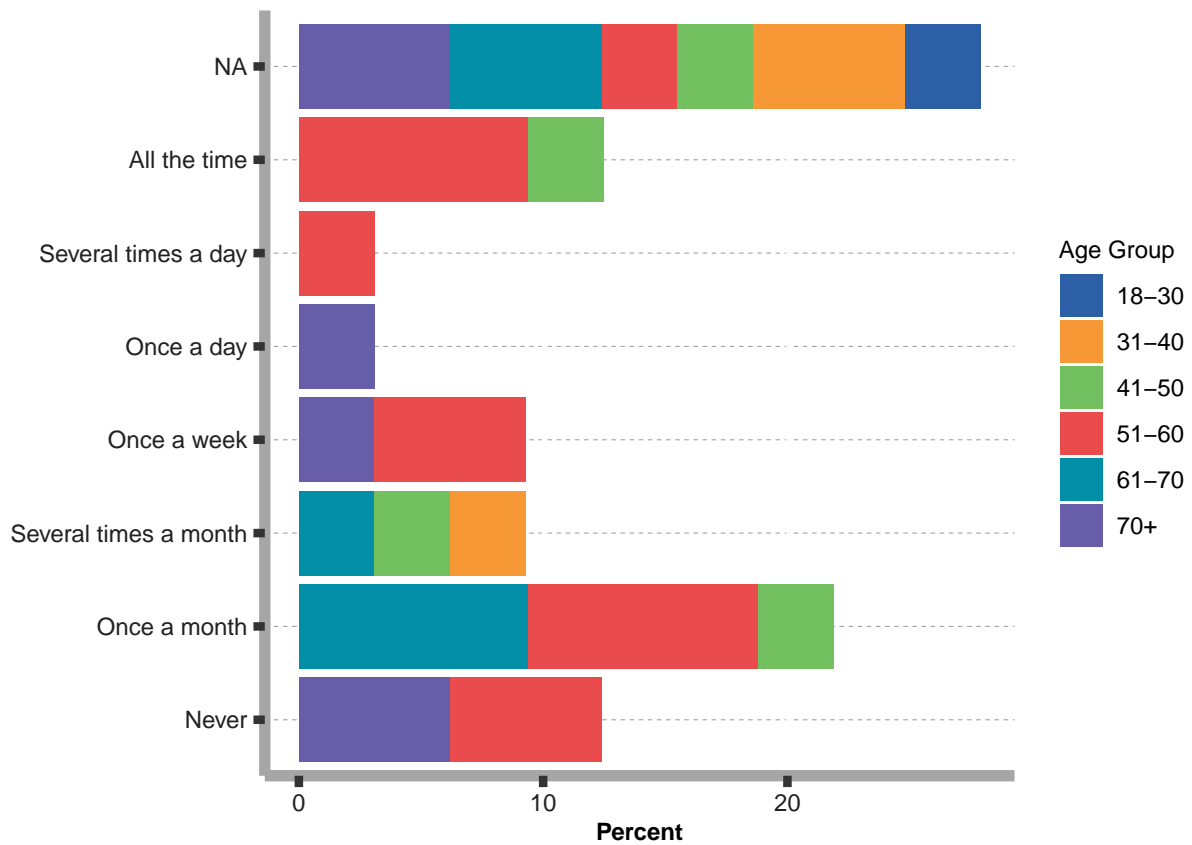
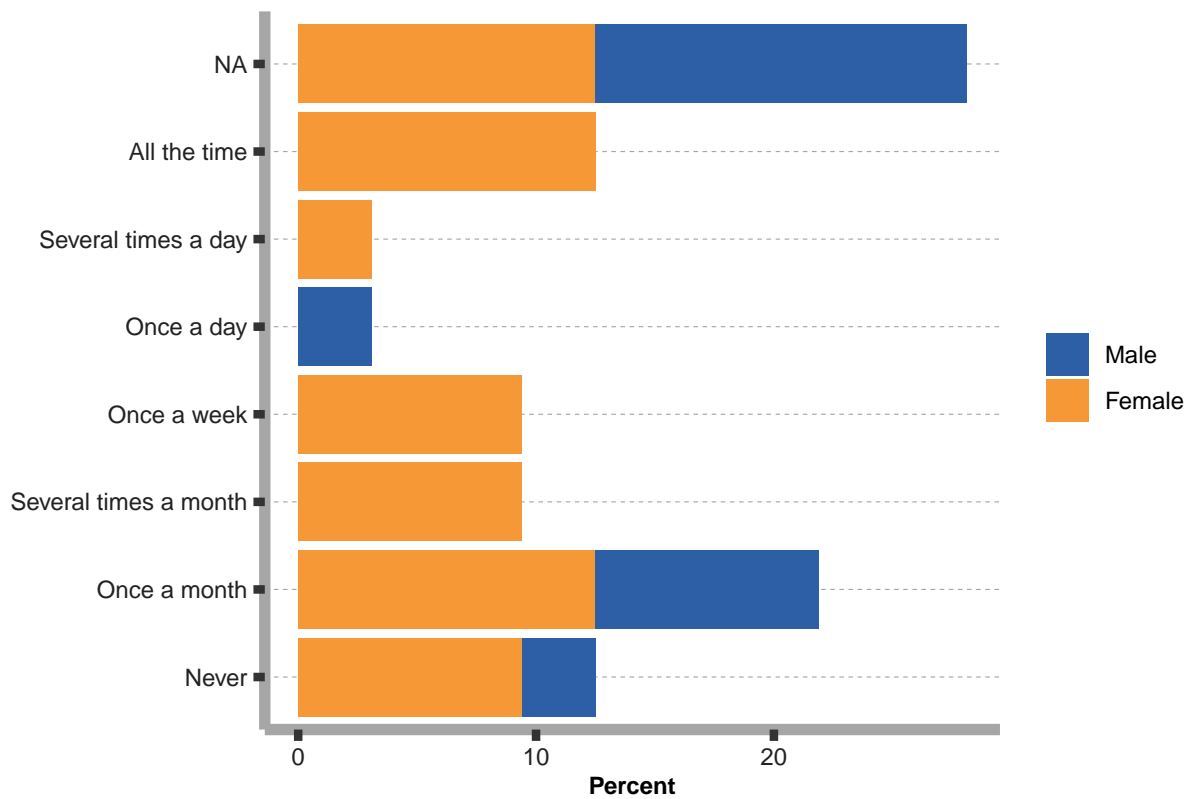
Q33. Check your Facebook page from your smartphone



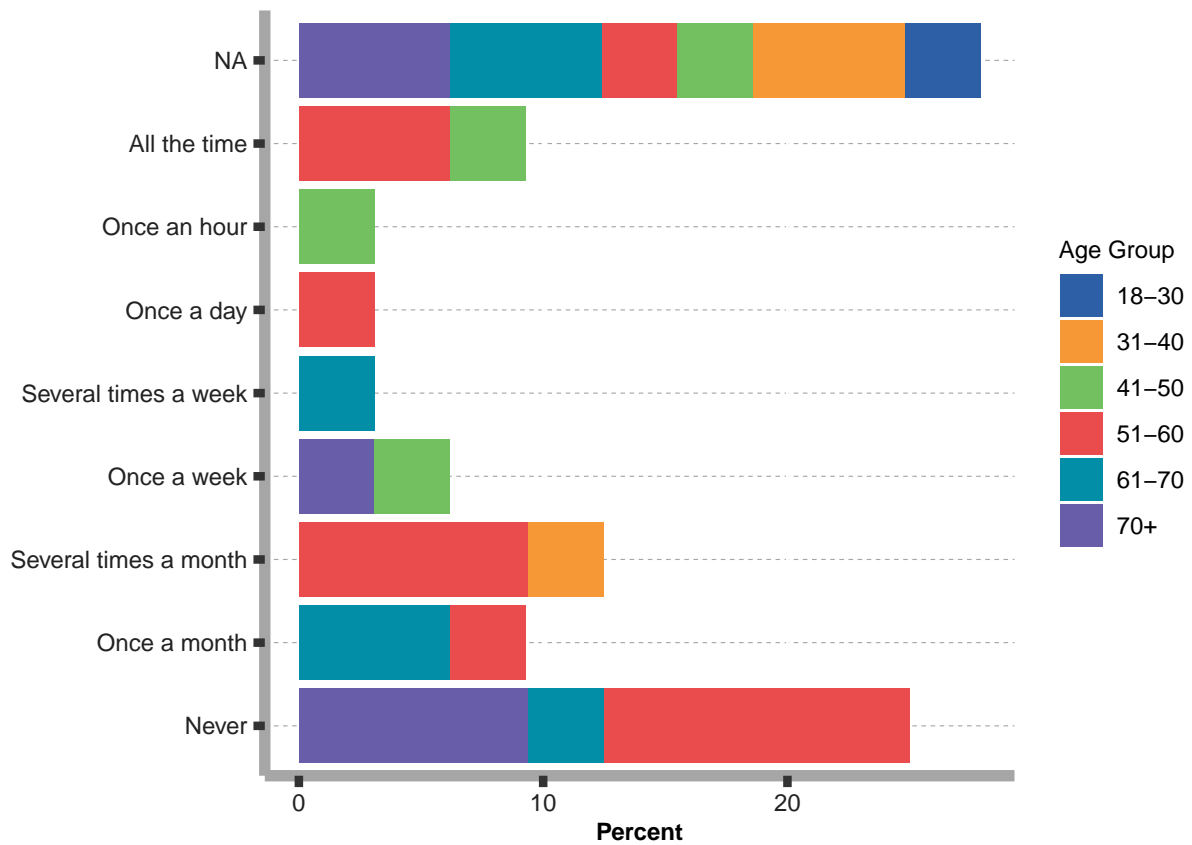
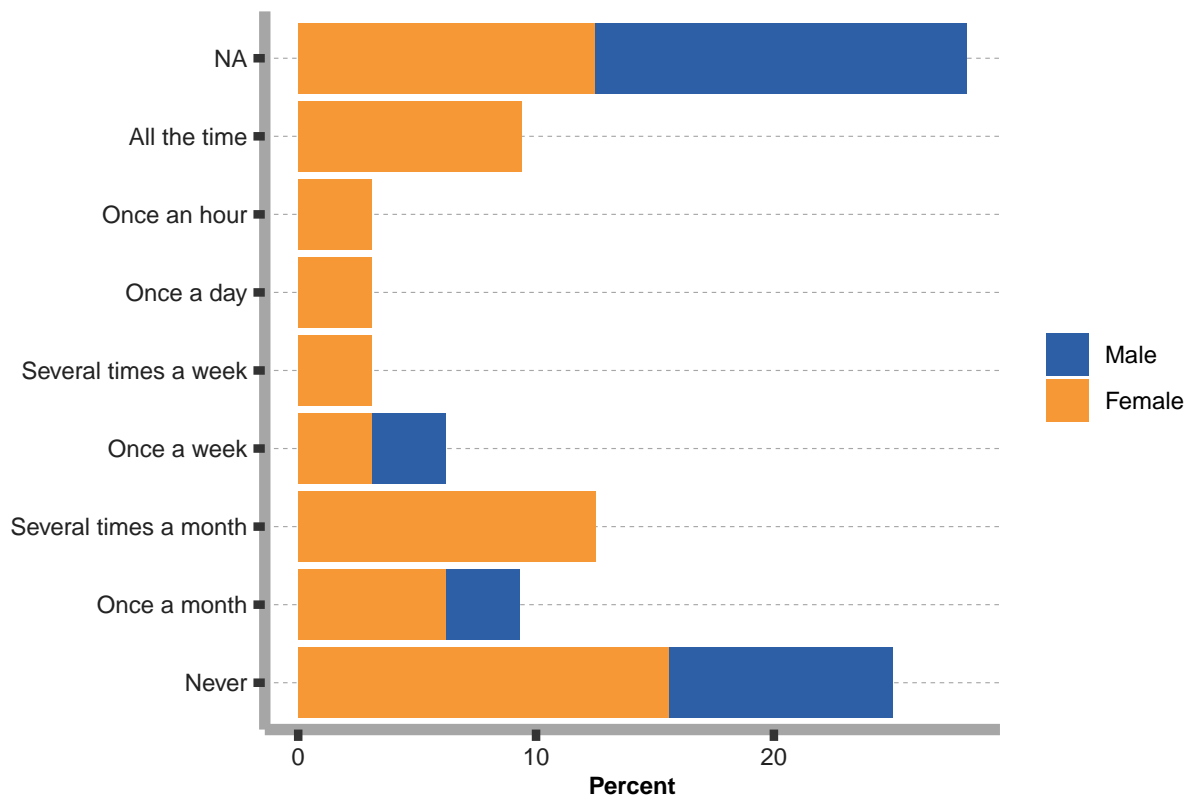
Q34. Check Facebook at work or school



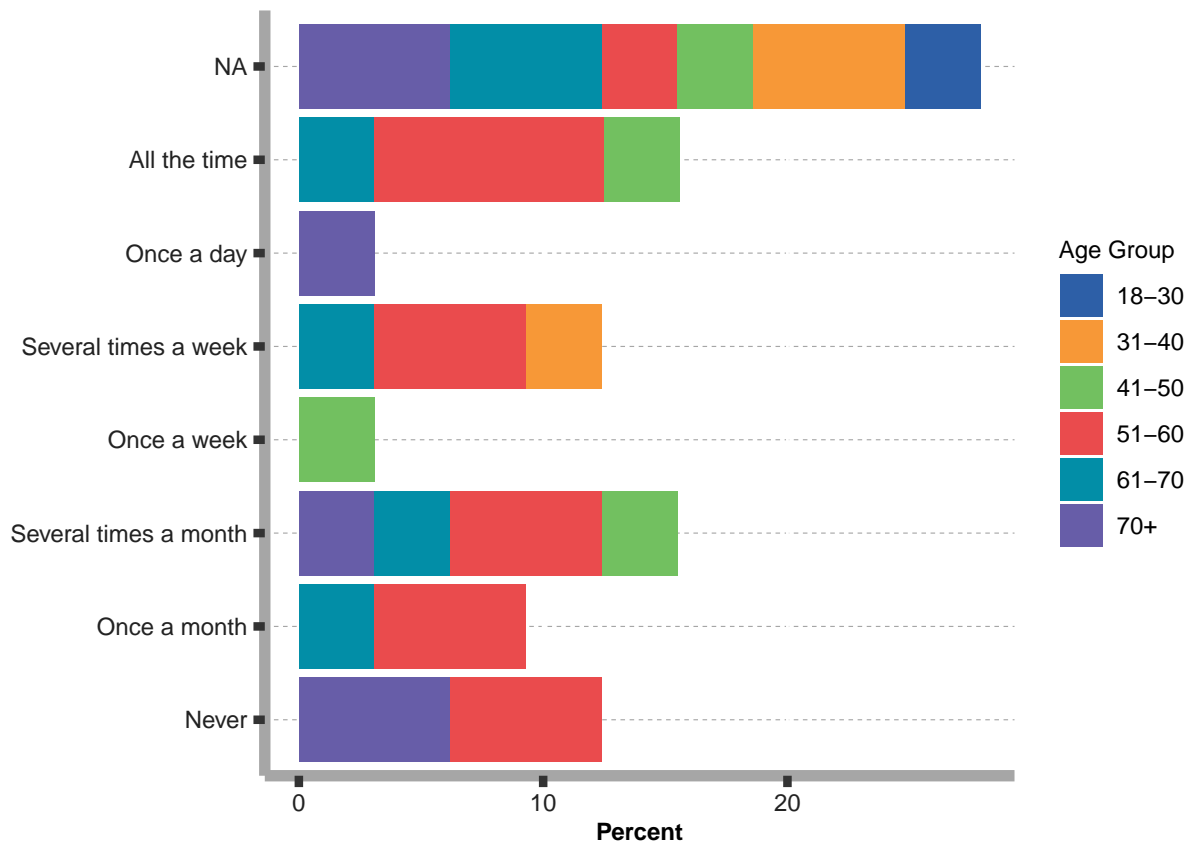
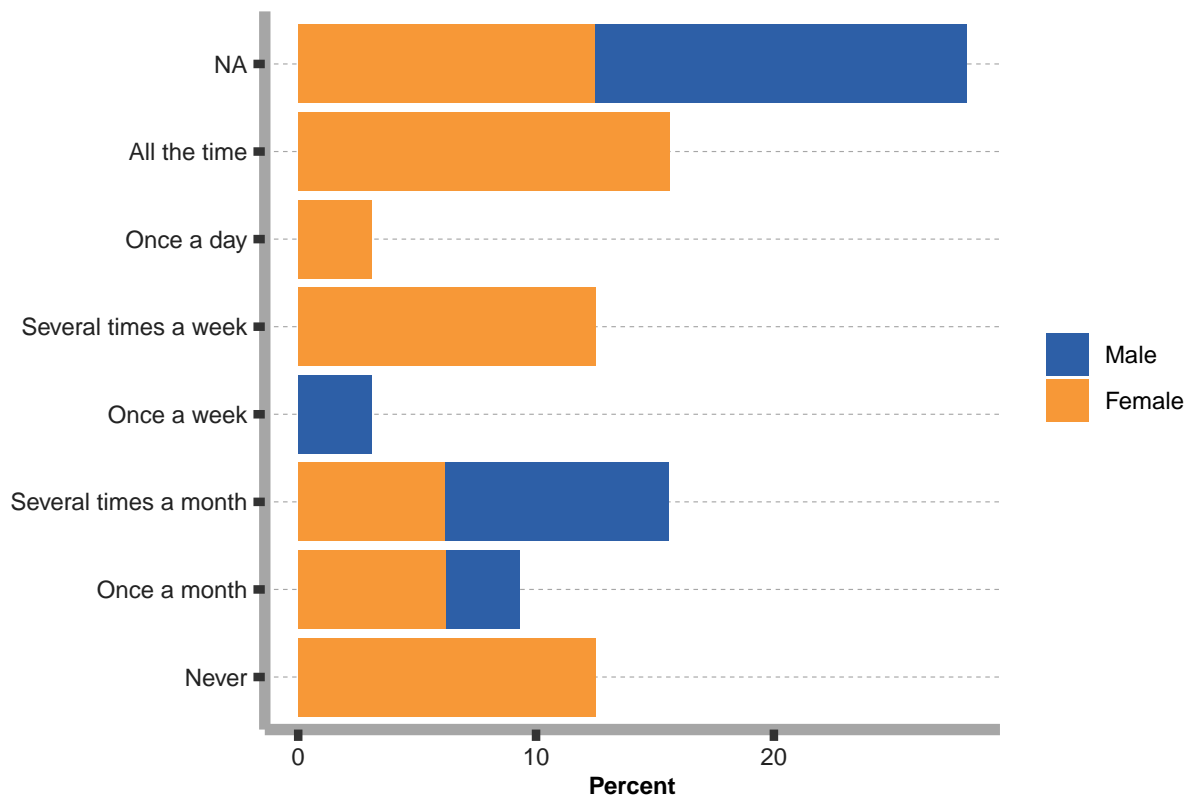
Q35. Post status updates



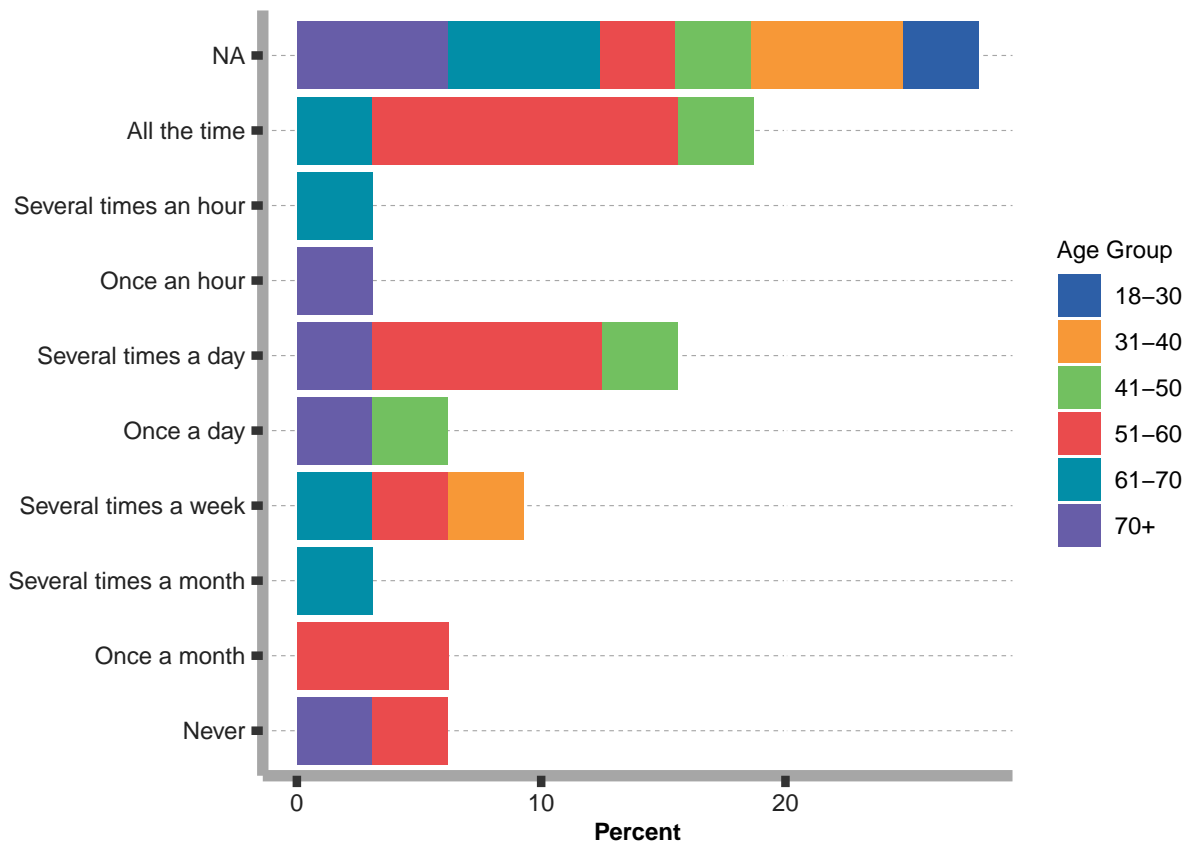
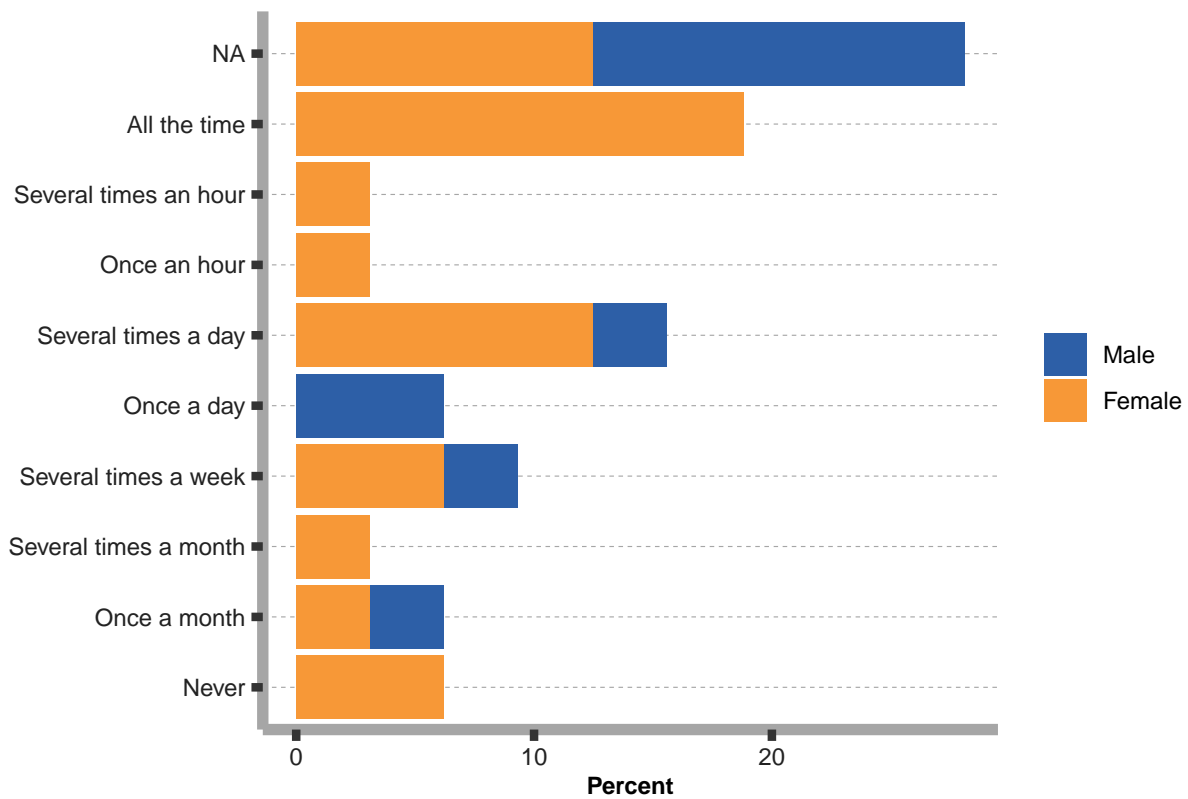
Q36. Post photos



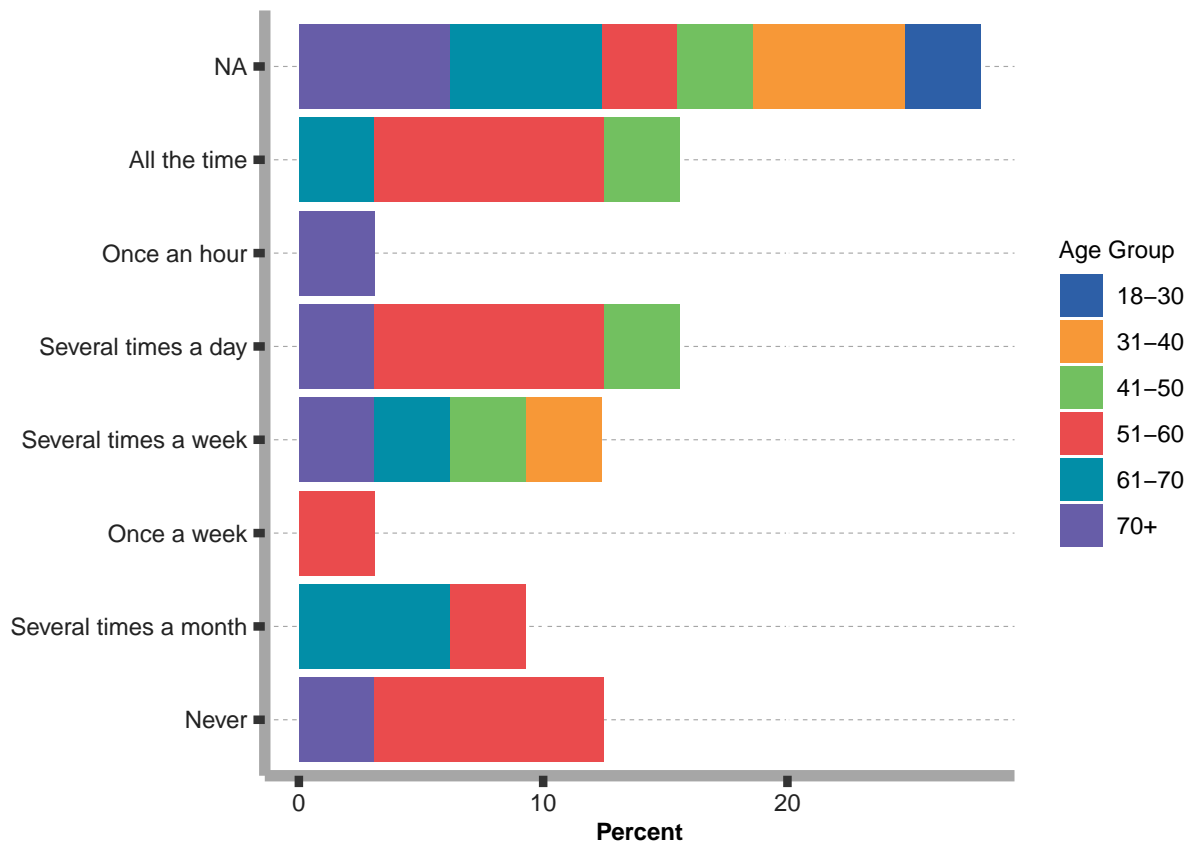
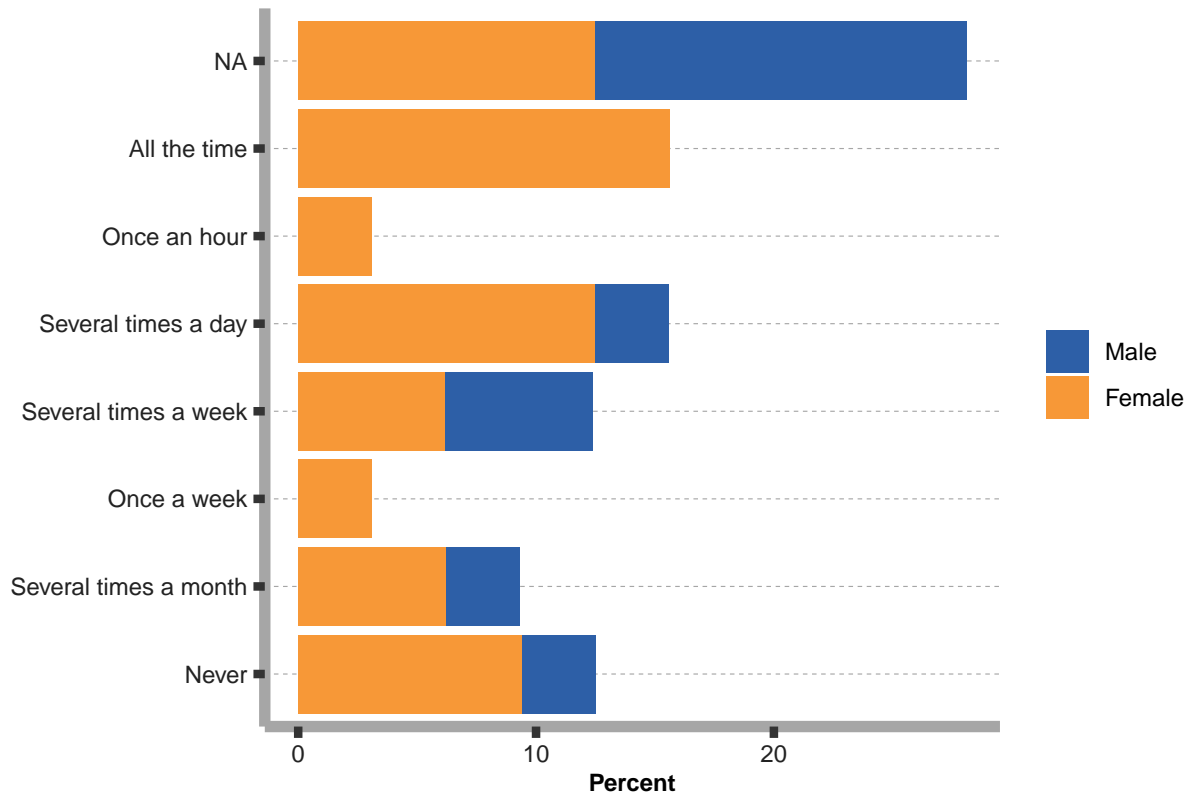
Q37. Browse profiles and photos



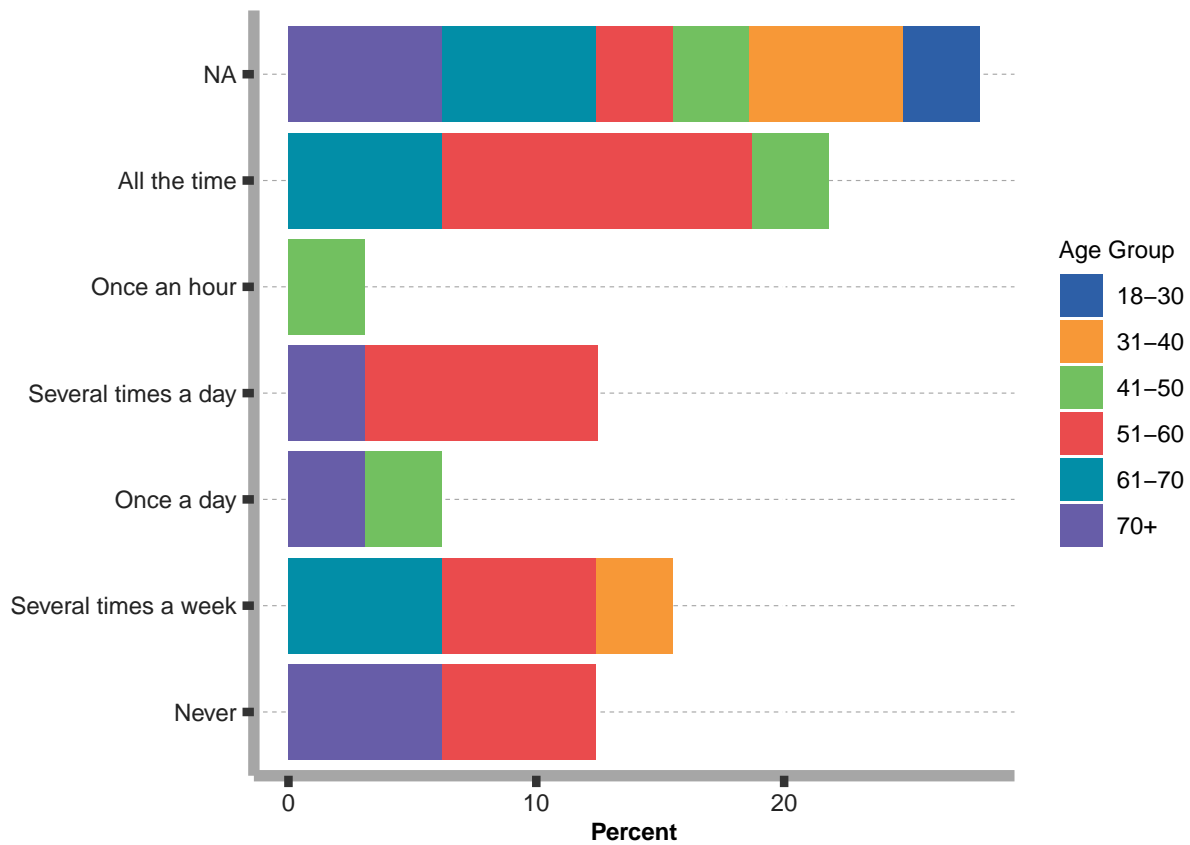
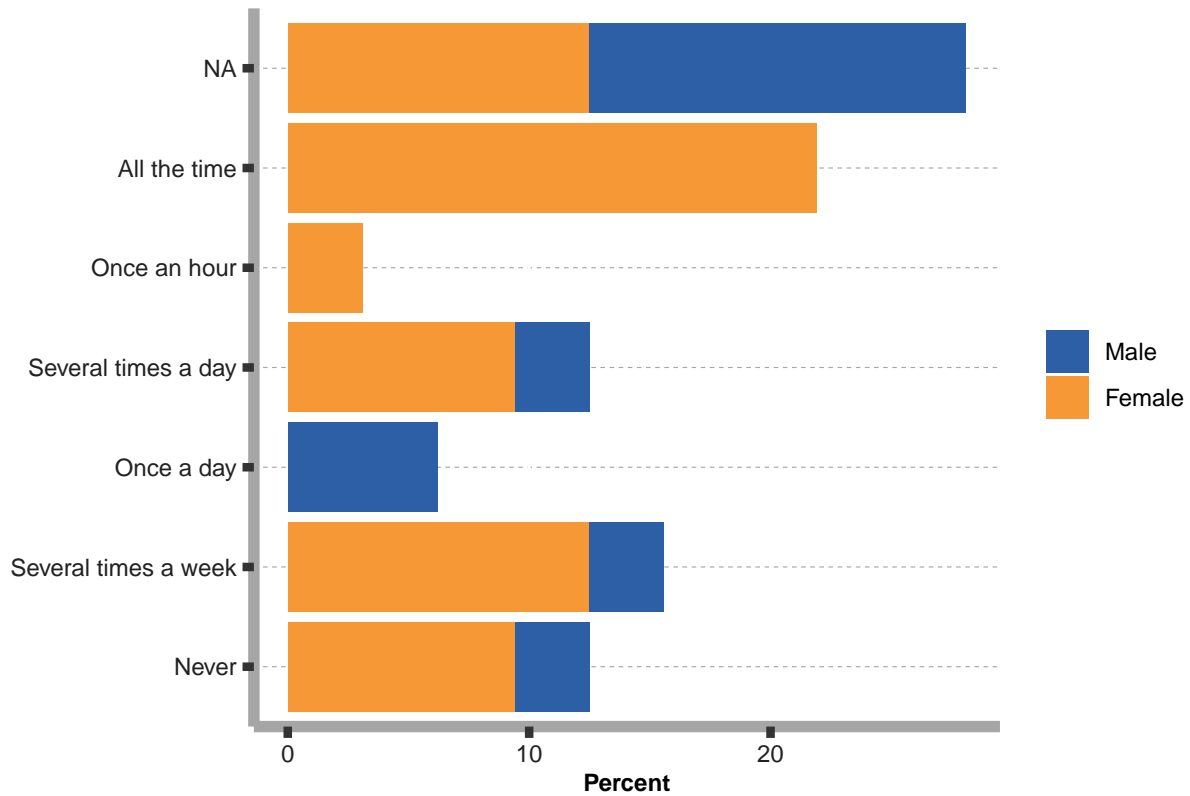
Q38. Read postings



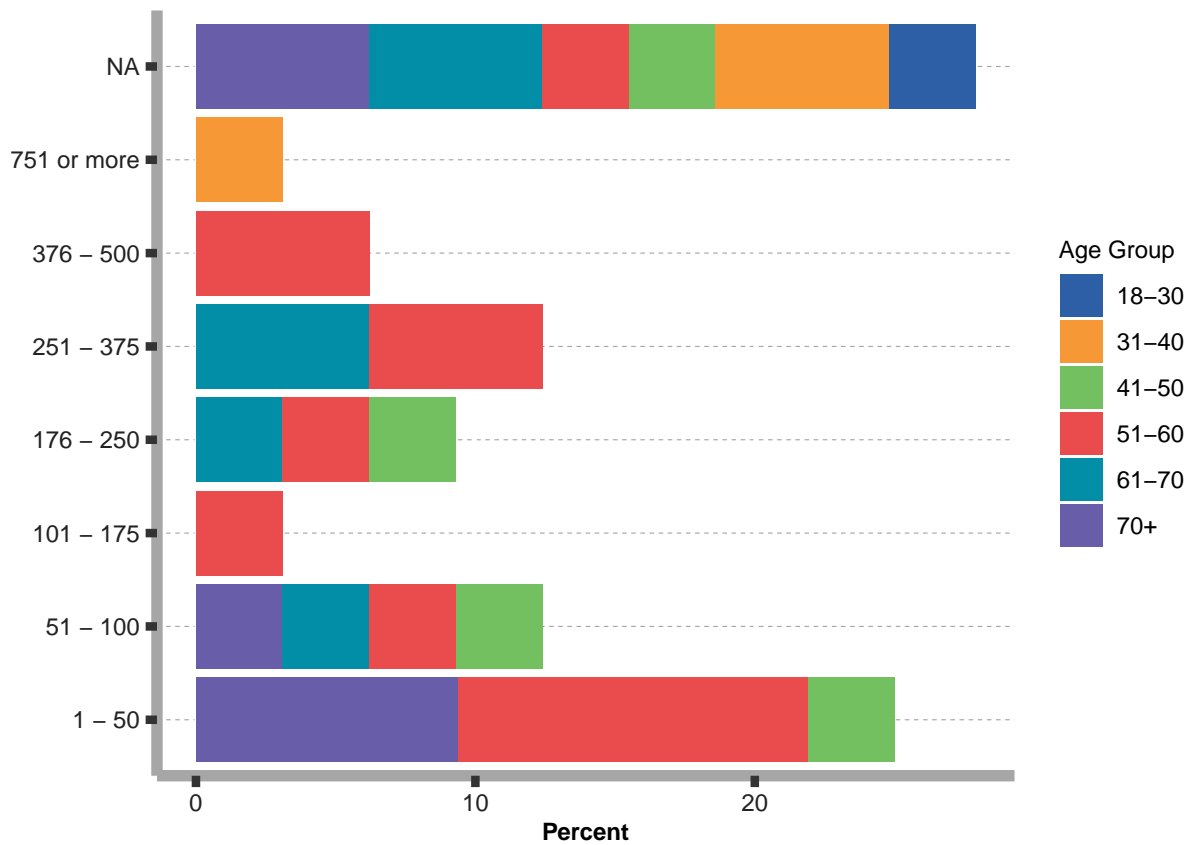
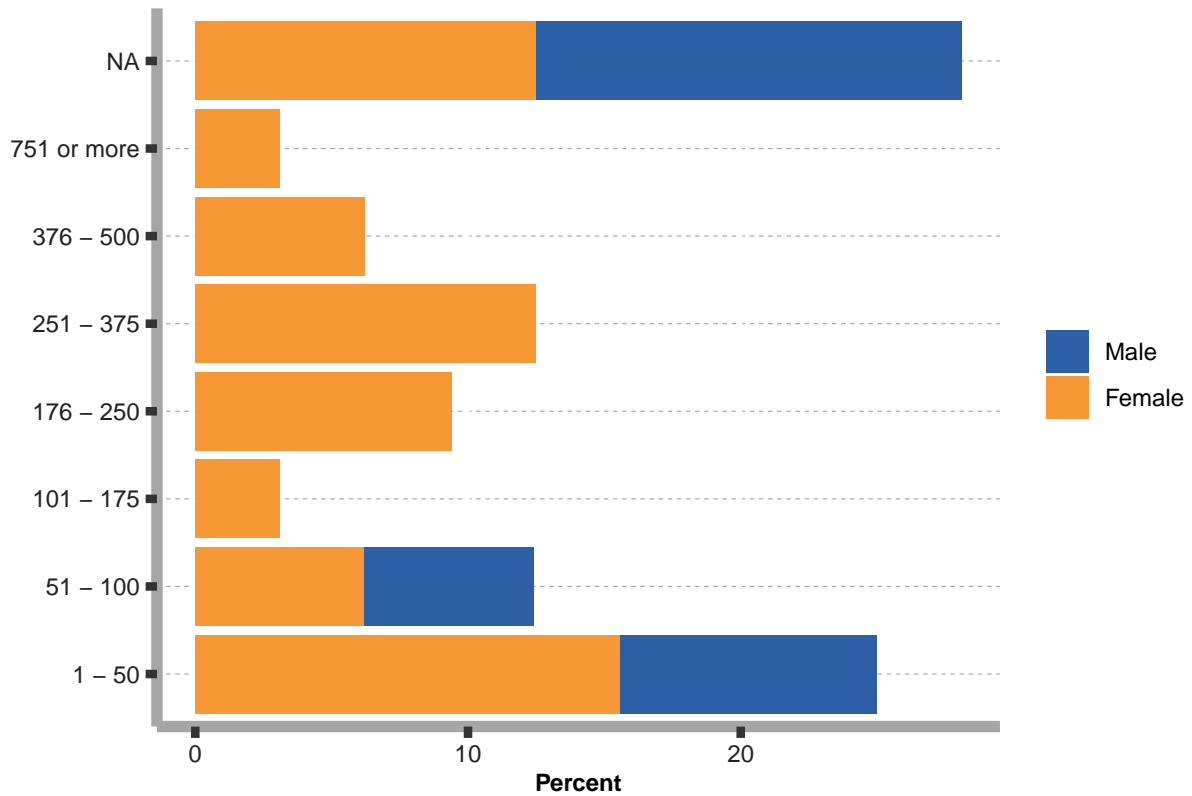
Q39. Comment on postings, status updates, photos, etc



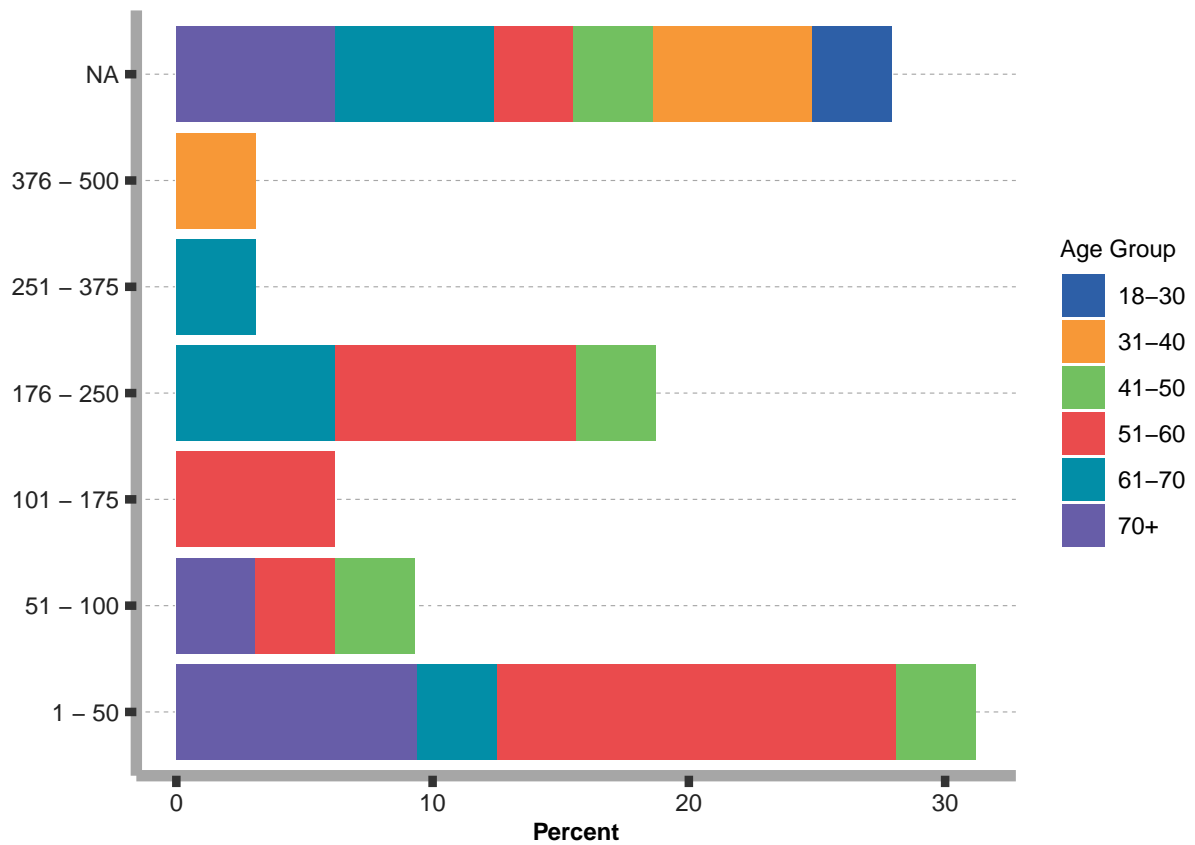
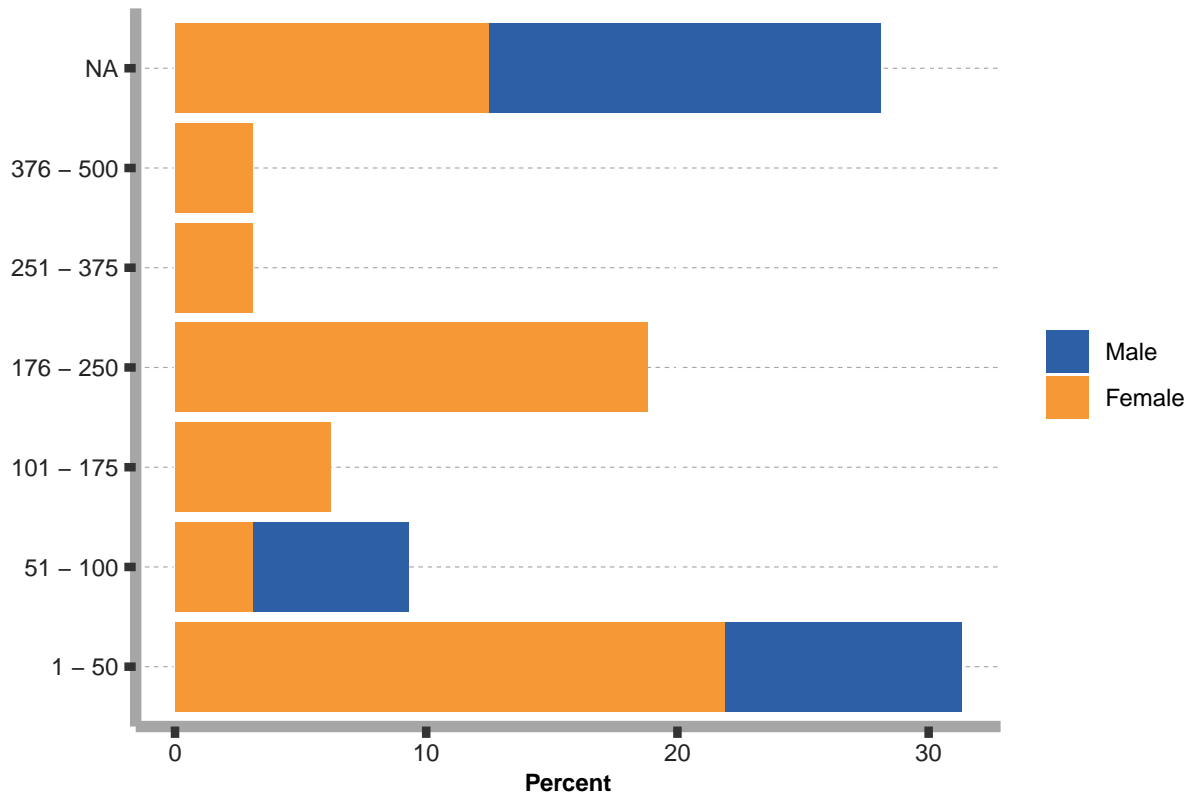
Q40. Click "Like" to a posting, photo, etc



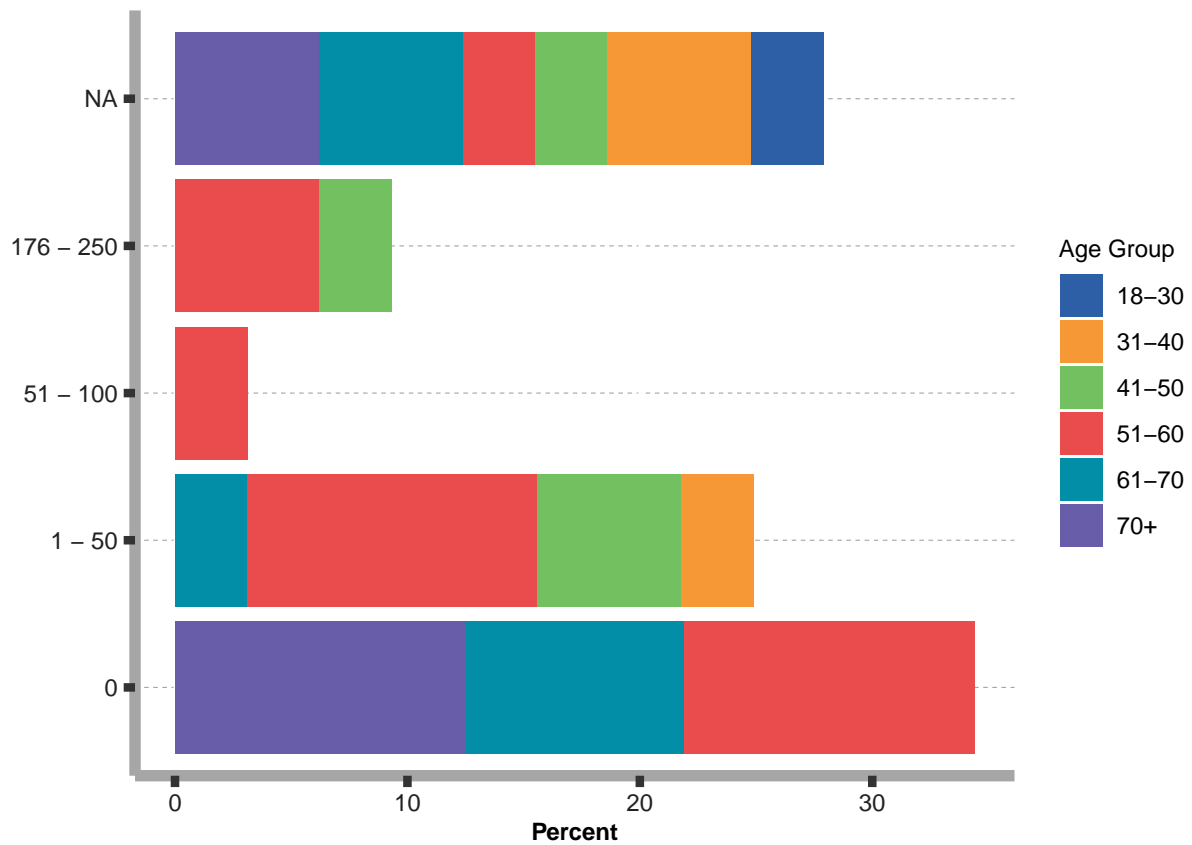
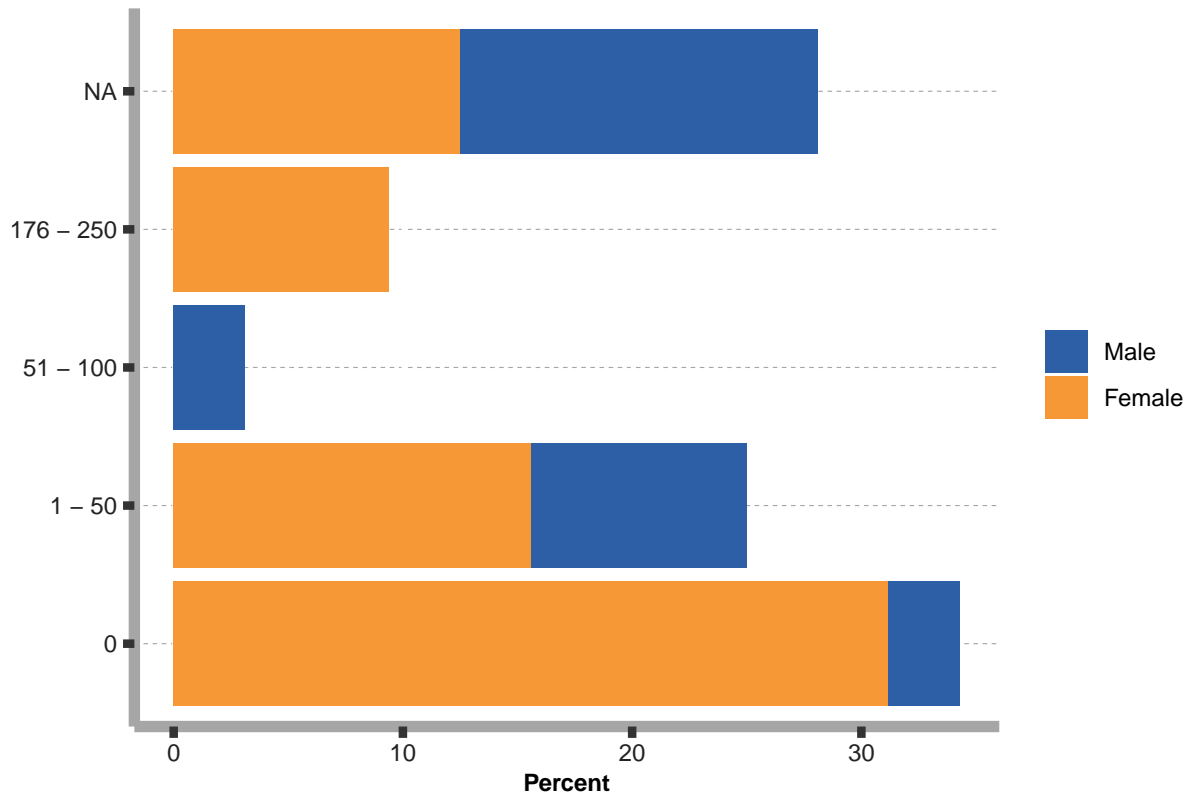
Q41. How many friends do you have on Facebook?



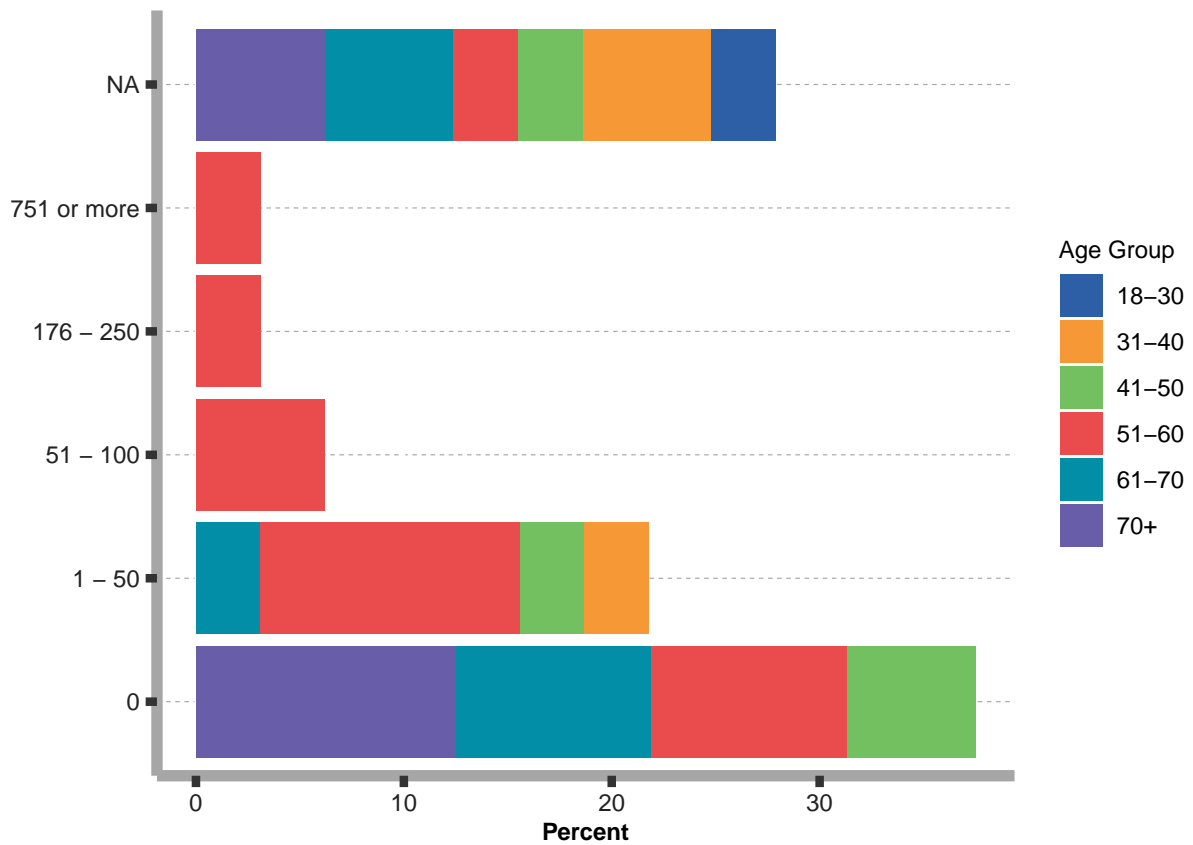
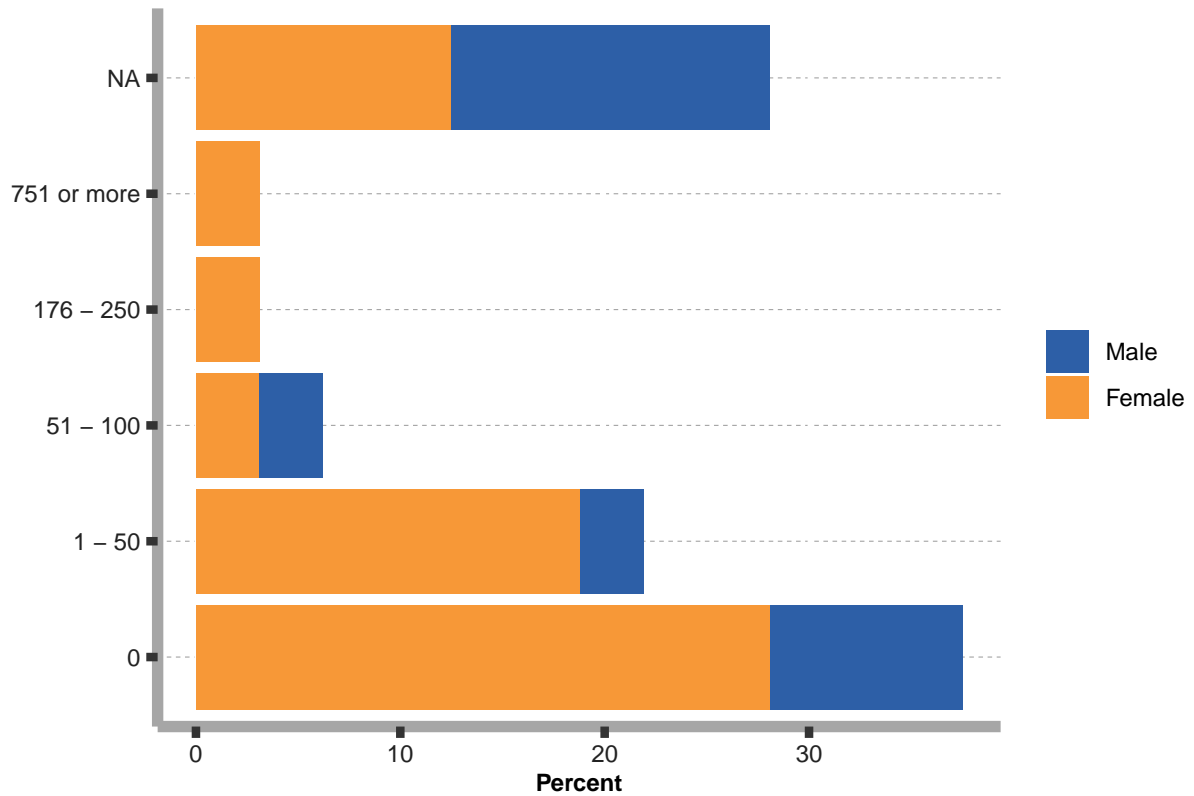
Q42. How many of your Facebook friends do you know in person?



Q43. How many people have you met online that you have never n

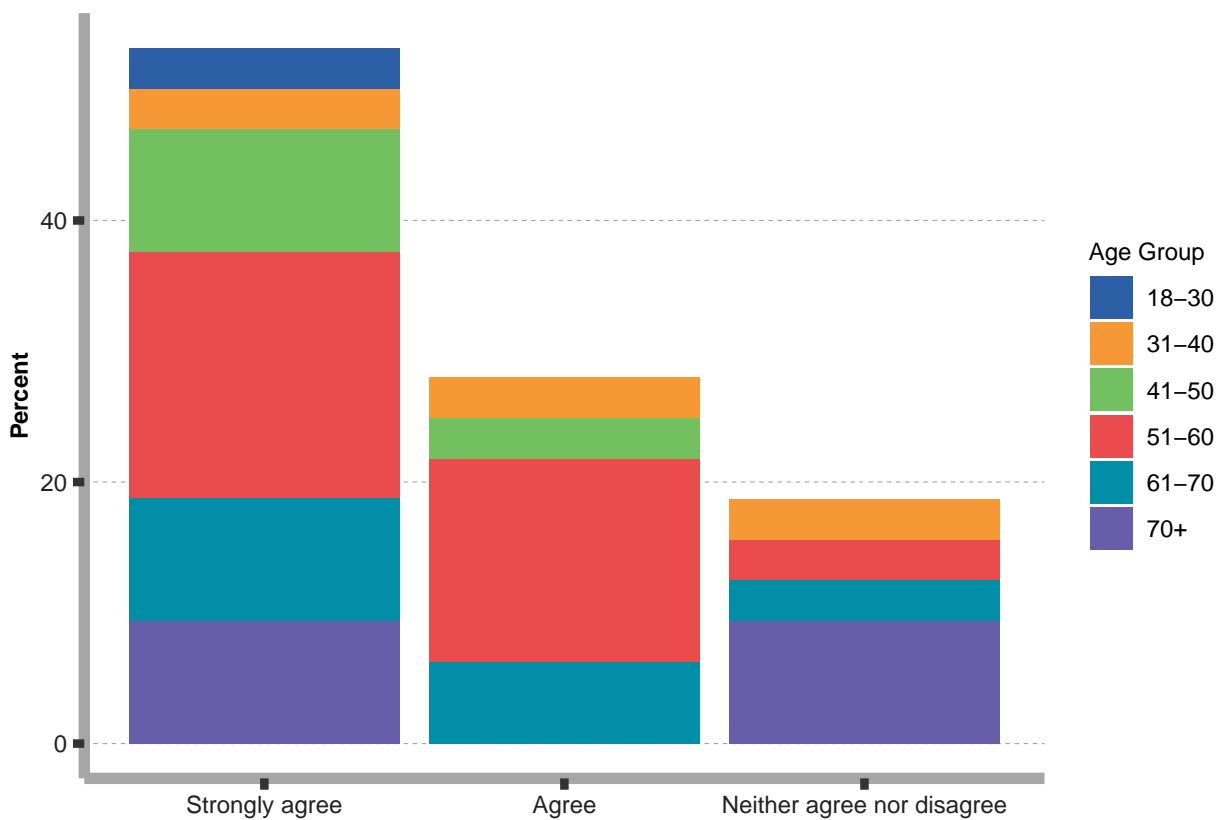
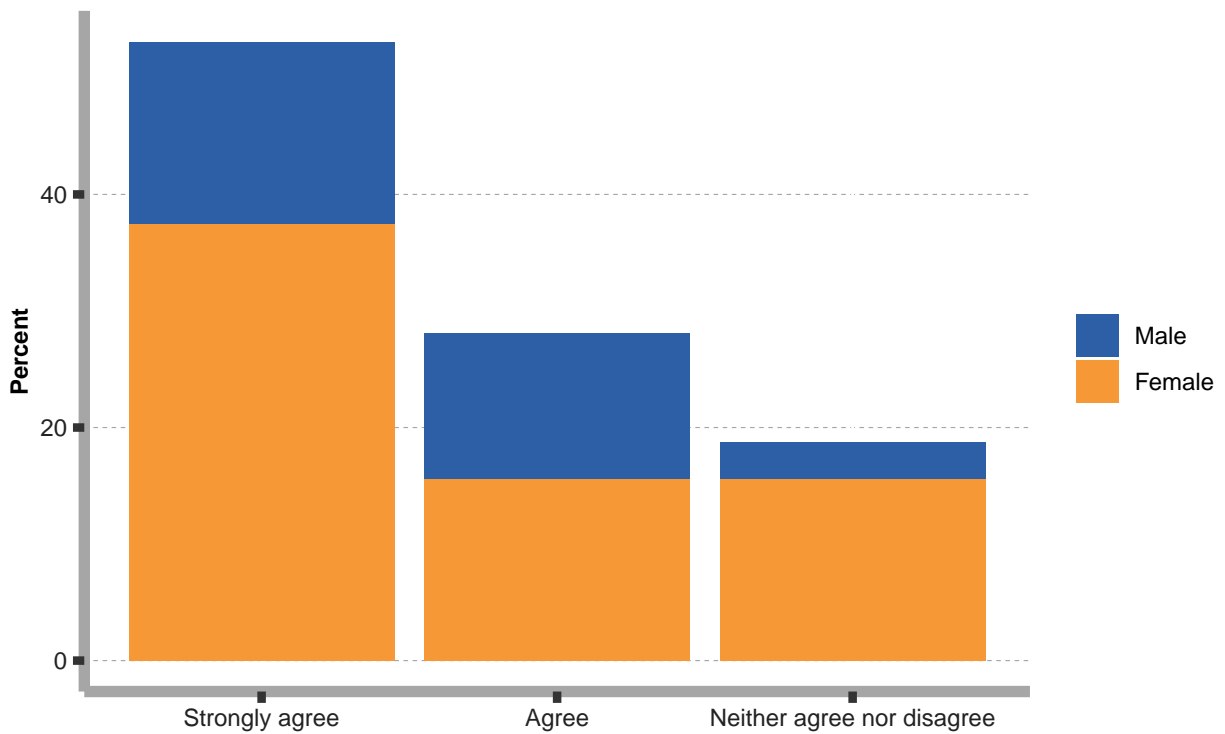


Q44. How many people do you regularly interact with online that

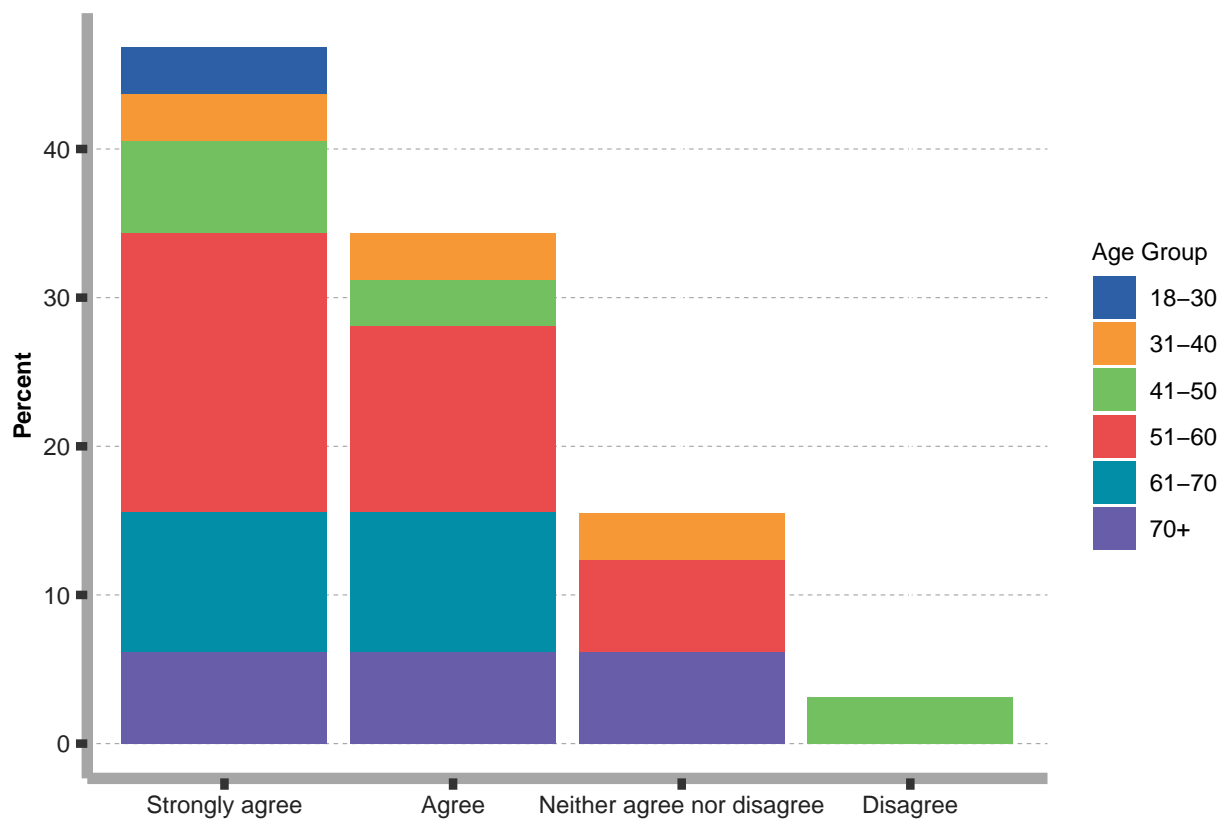
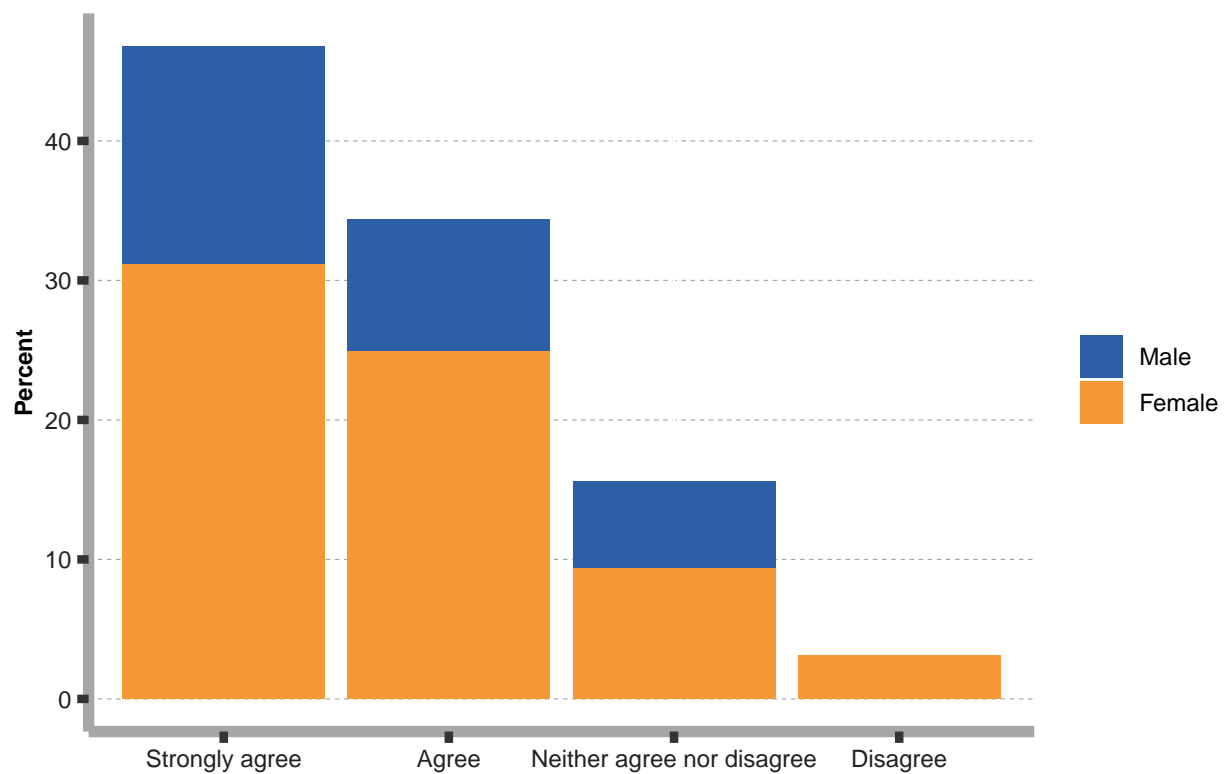


2.3.2 Attitudes Subscales

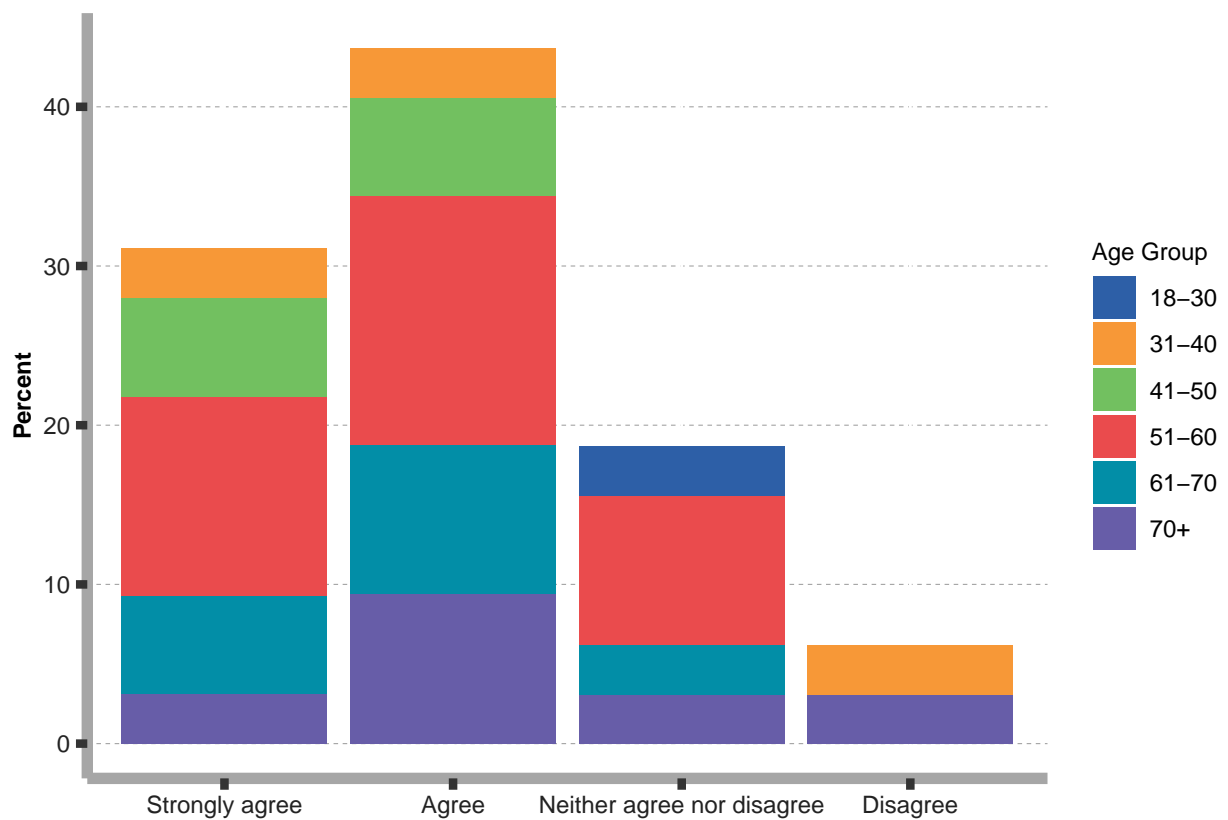
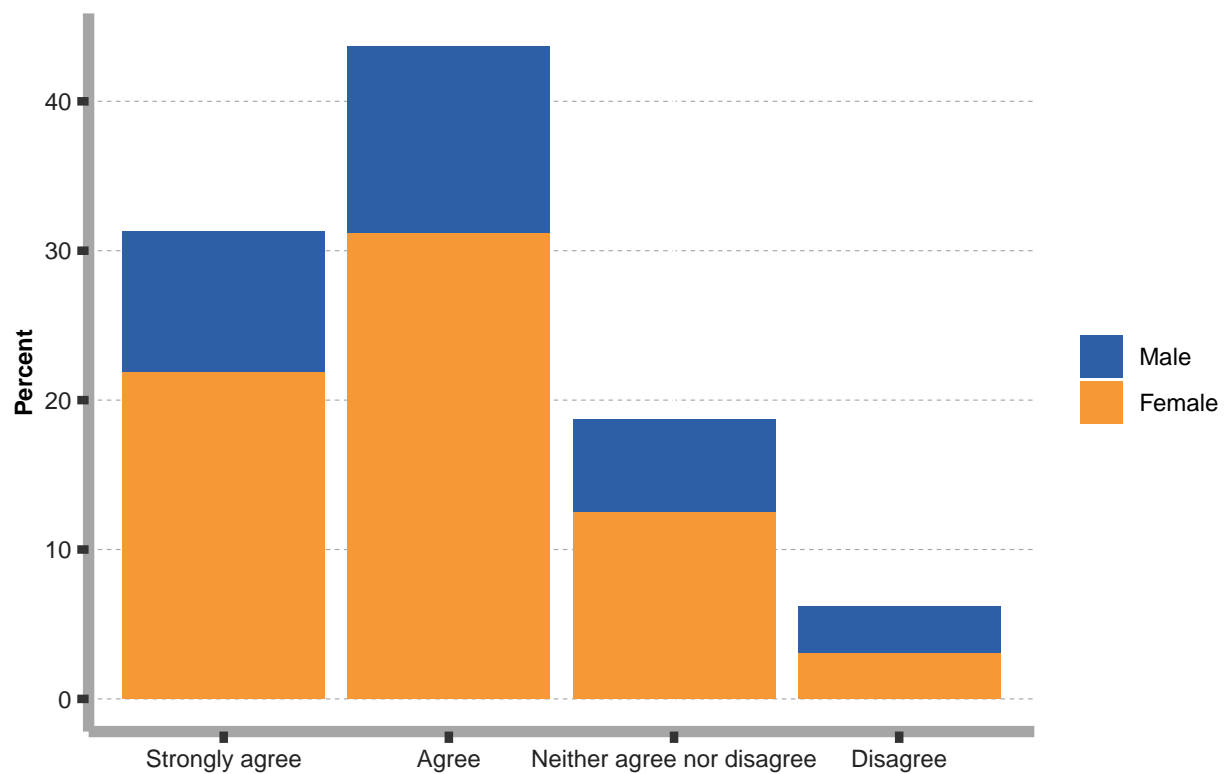
Q1. I feel it is important to be able to find any information whenever I want online



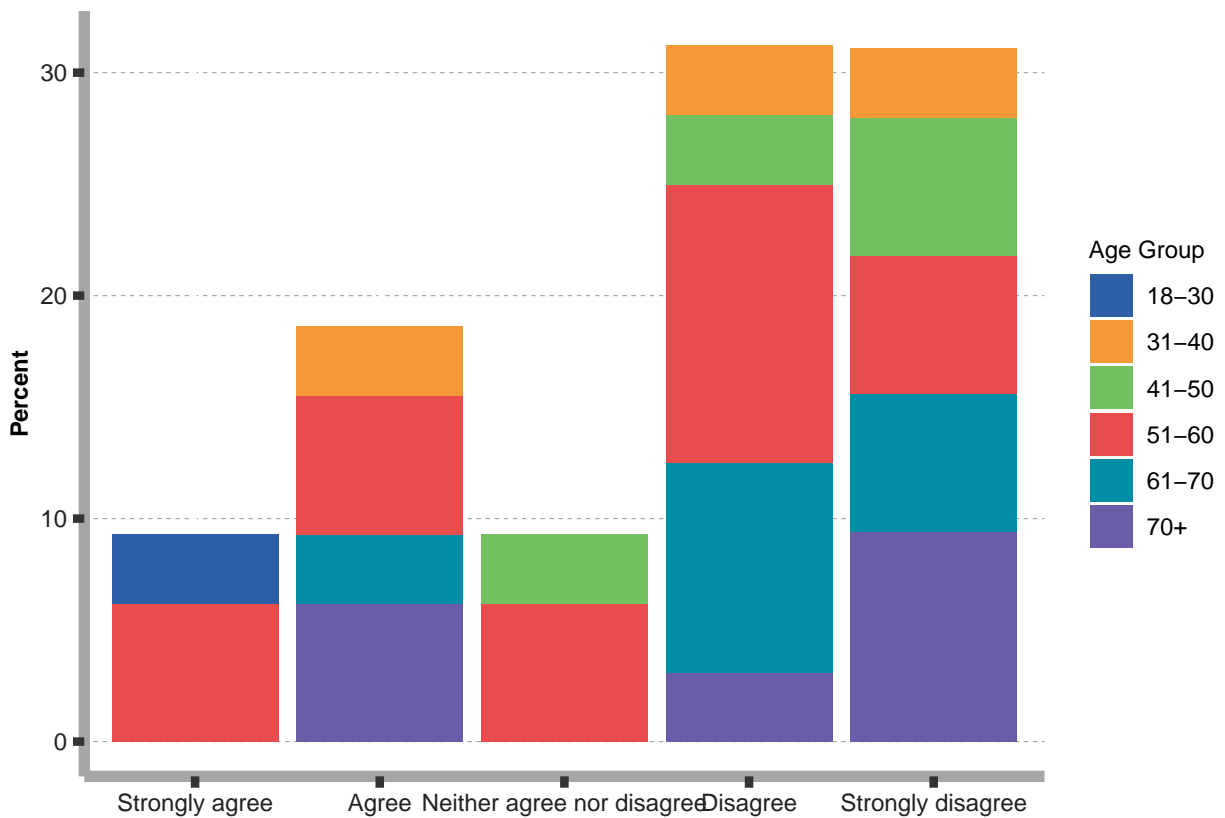
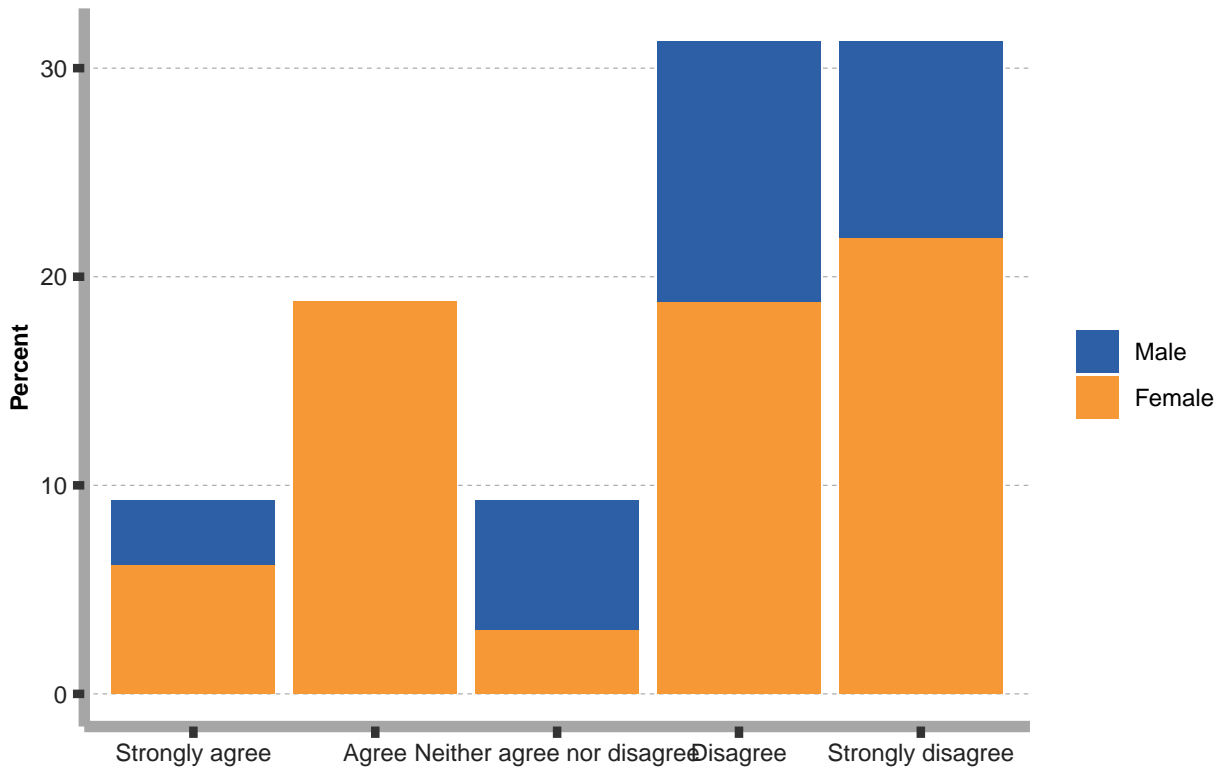
Q2. I feel it is important to be able to access the Internet any time I want



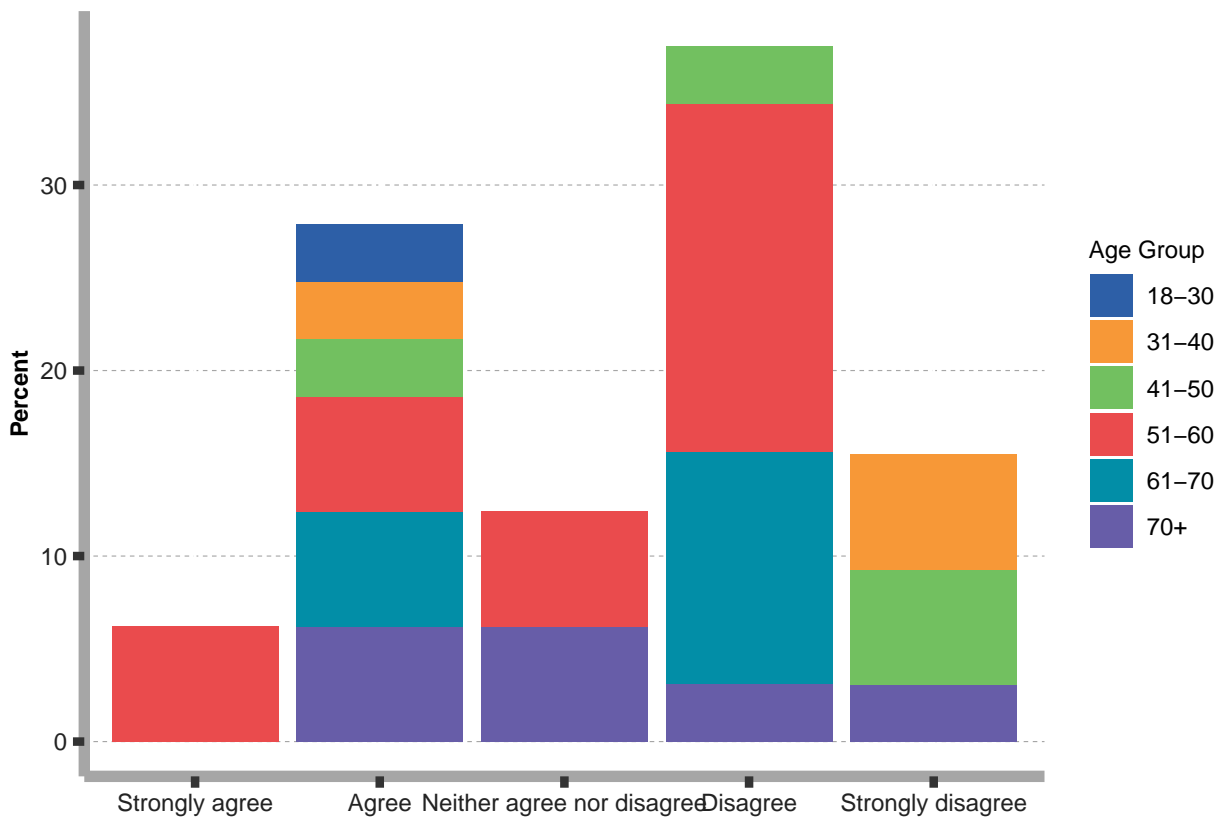
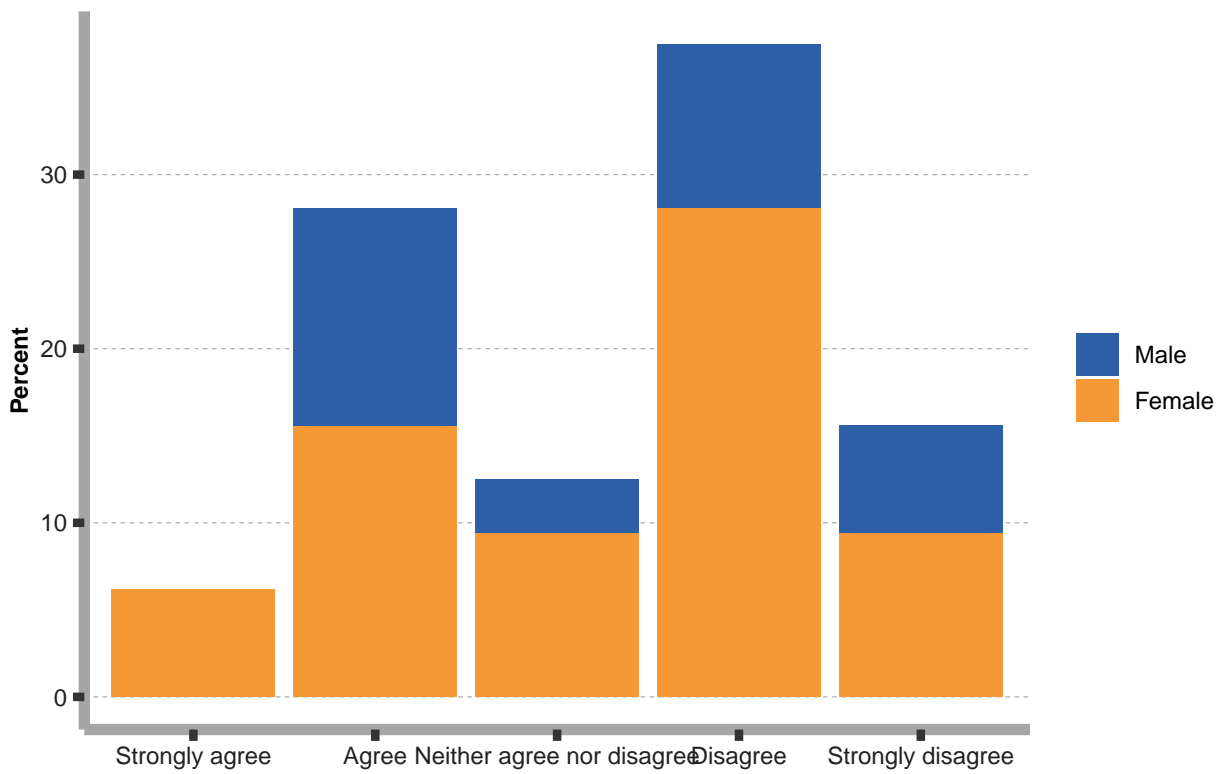
Q3. I think it is important to keep up with the latest trends in technolog



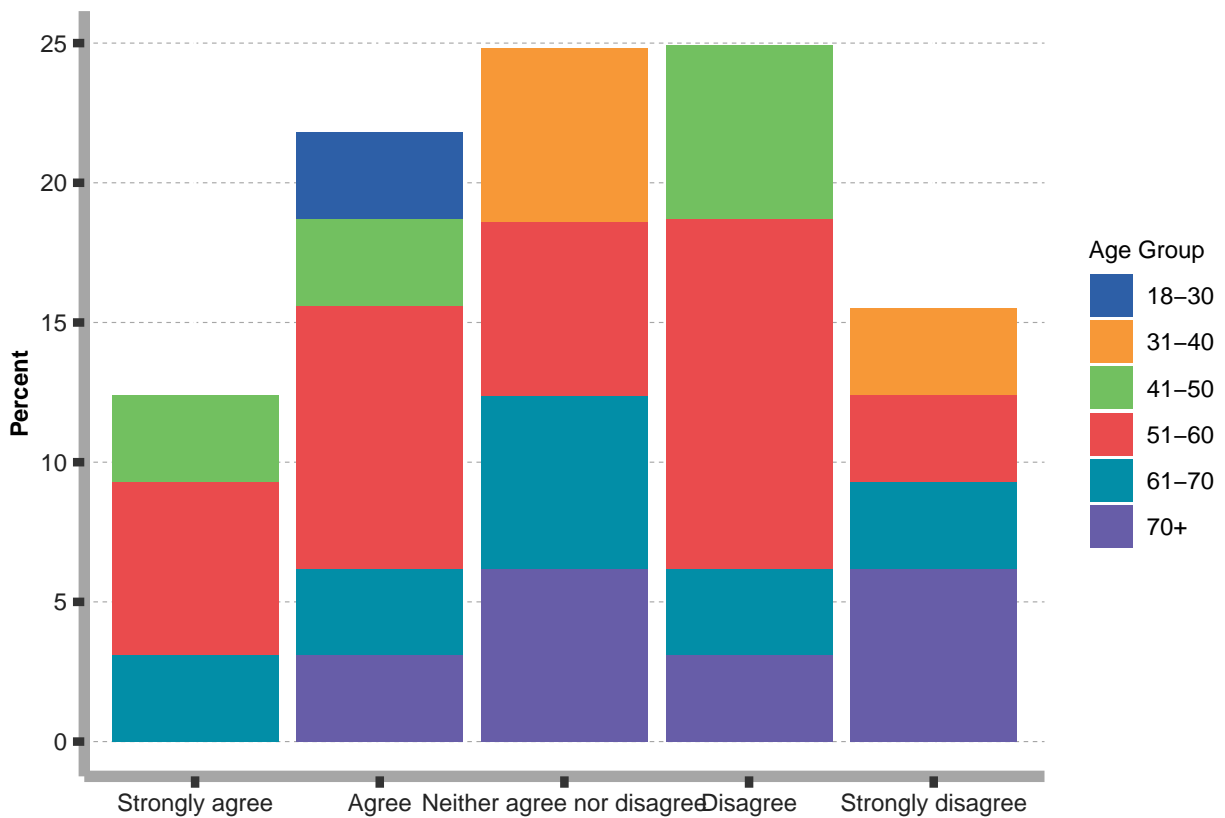
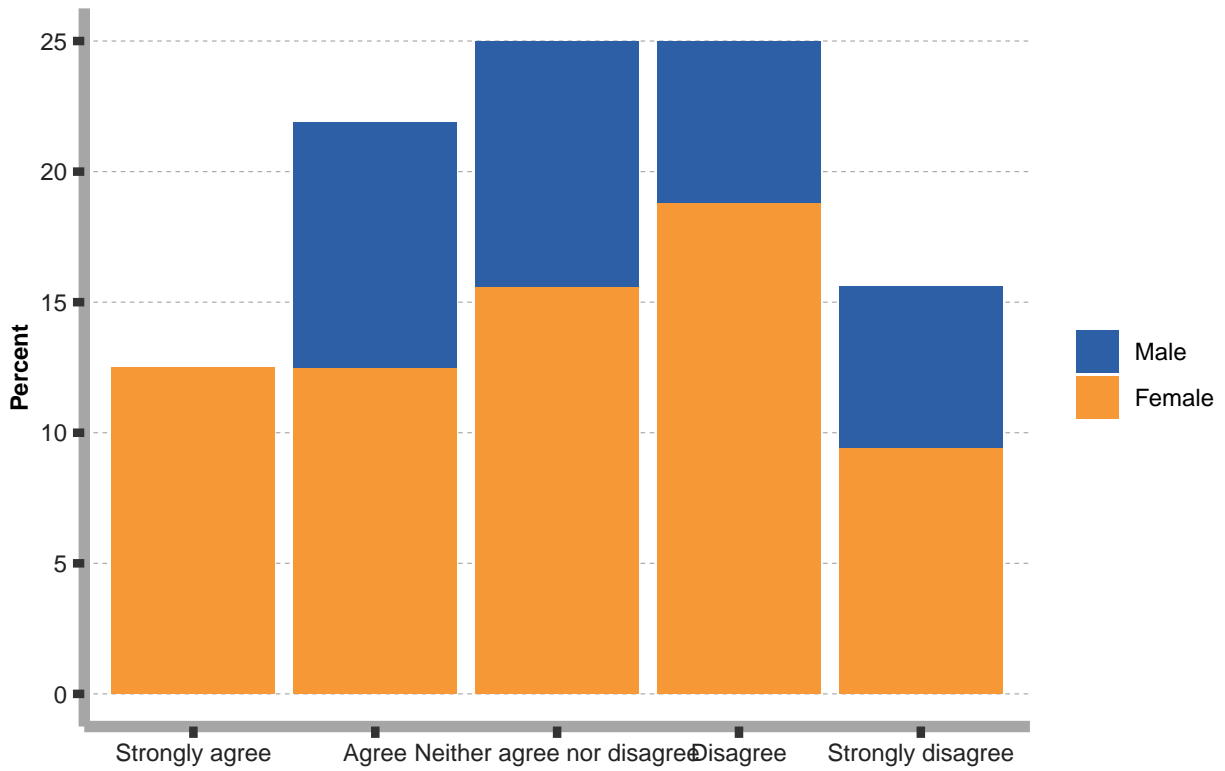
Q4. I get anxious when I don't have my cell phone.



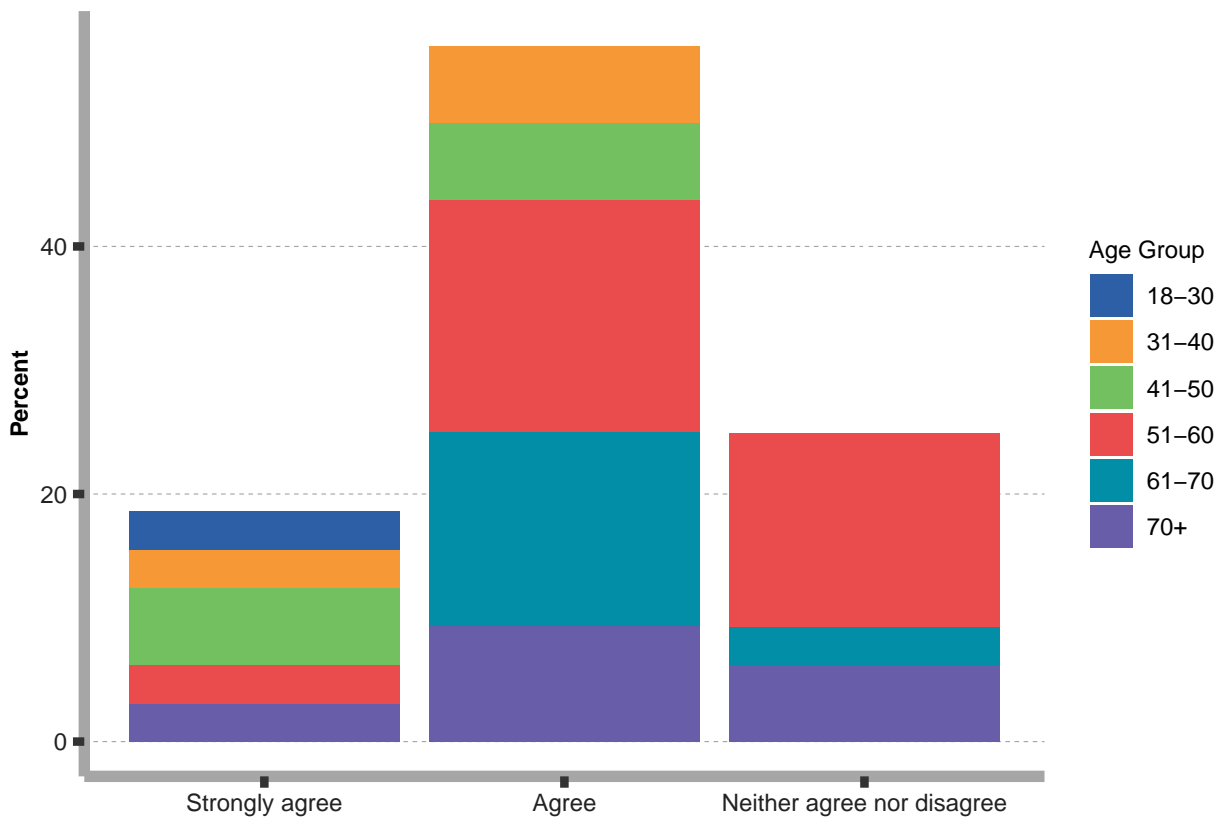
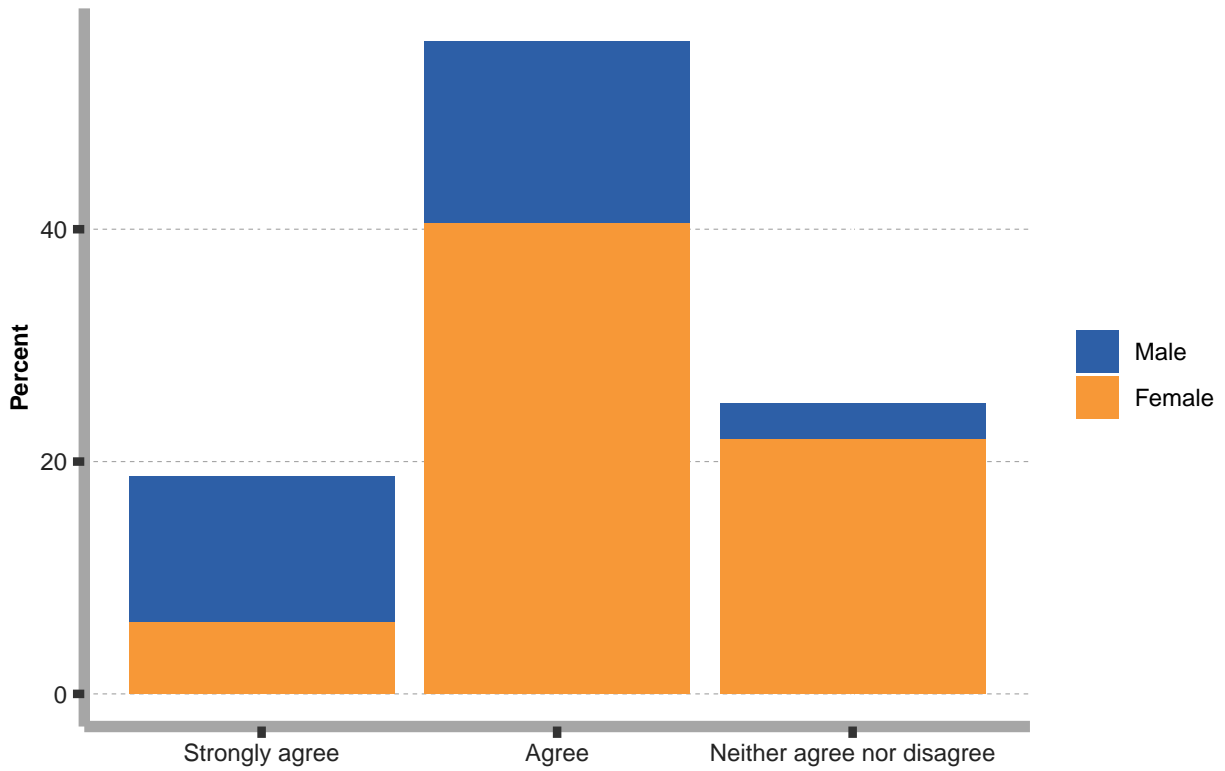
Q5. I get anxious when I don't have the Internet available to me



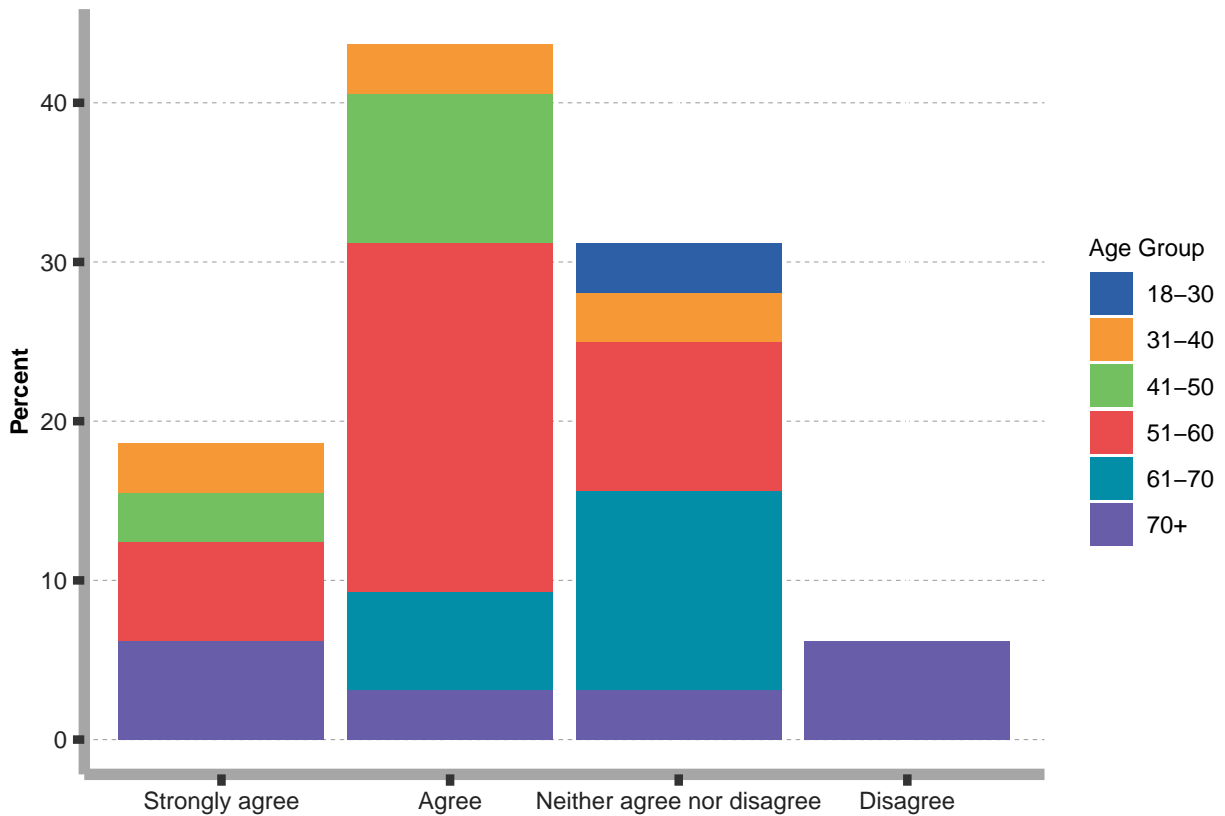
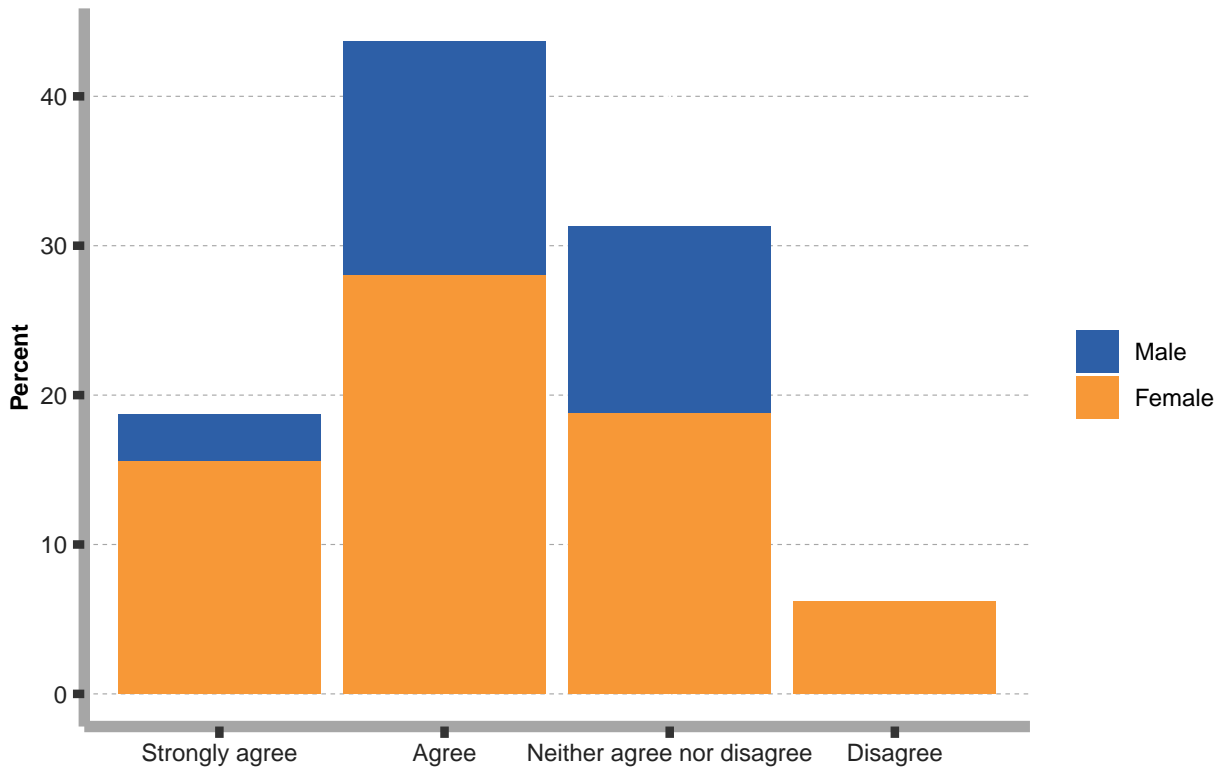
Q6. I am dependent on my technology



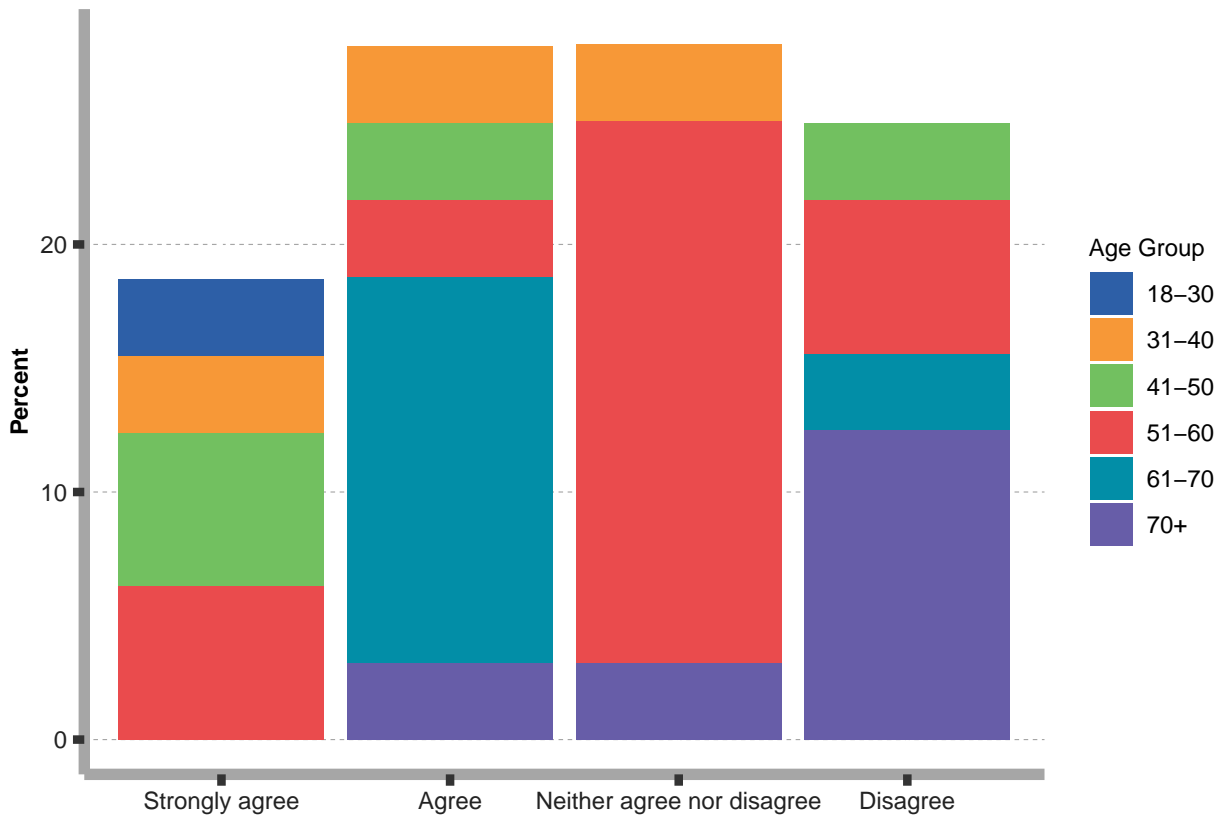
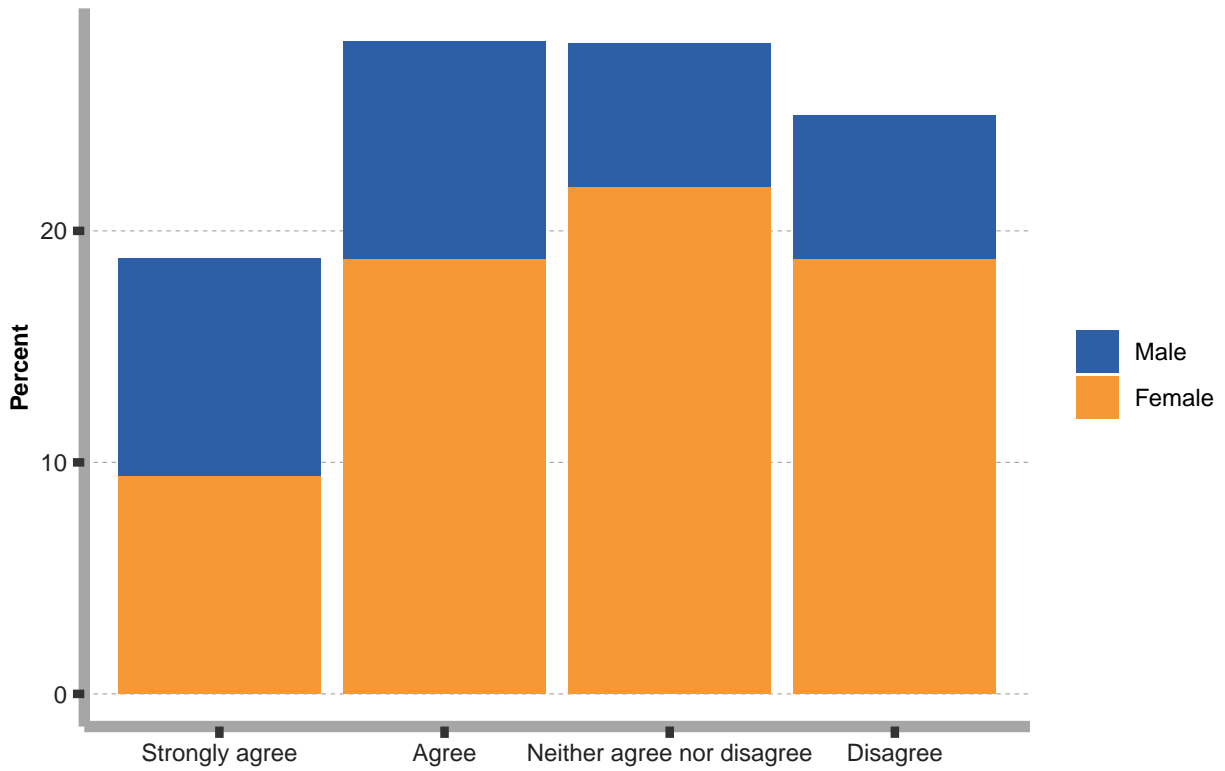
Q7. Technology will provide solutions to many of our problems



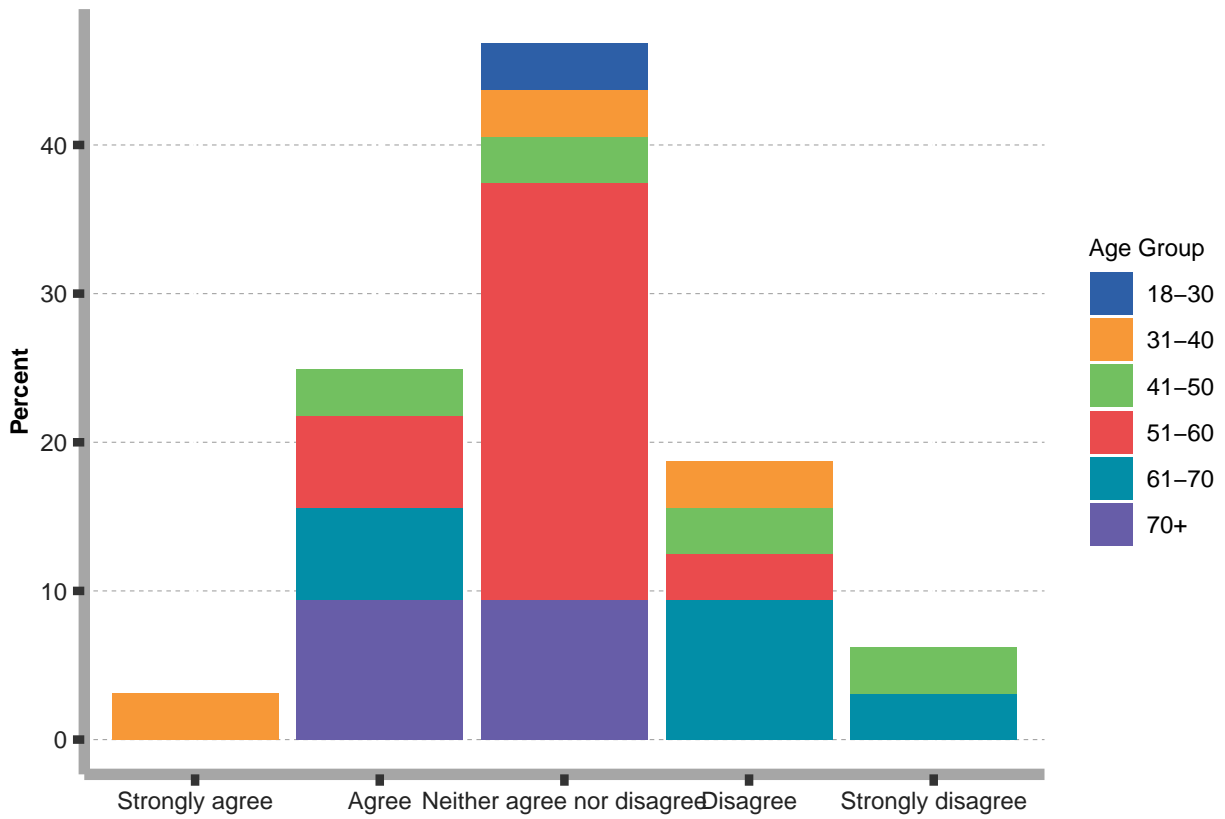
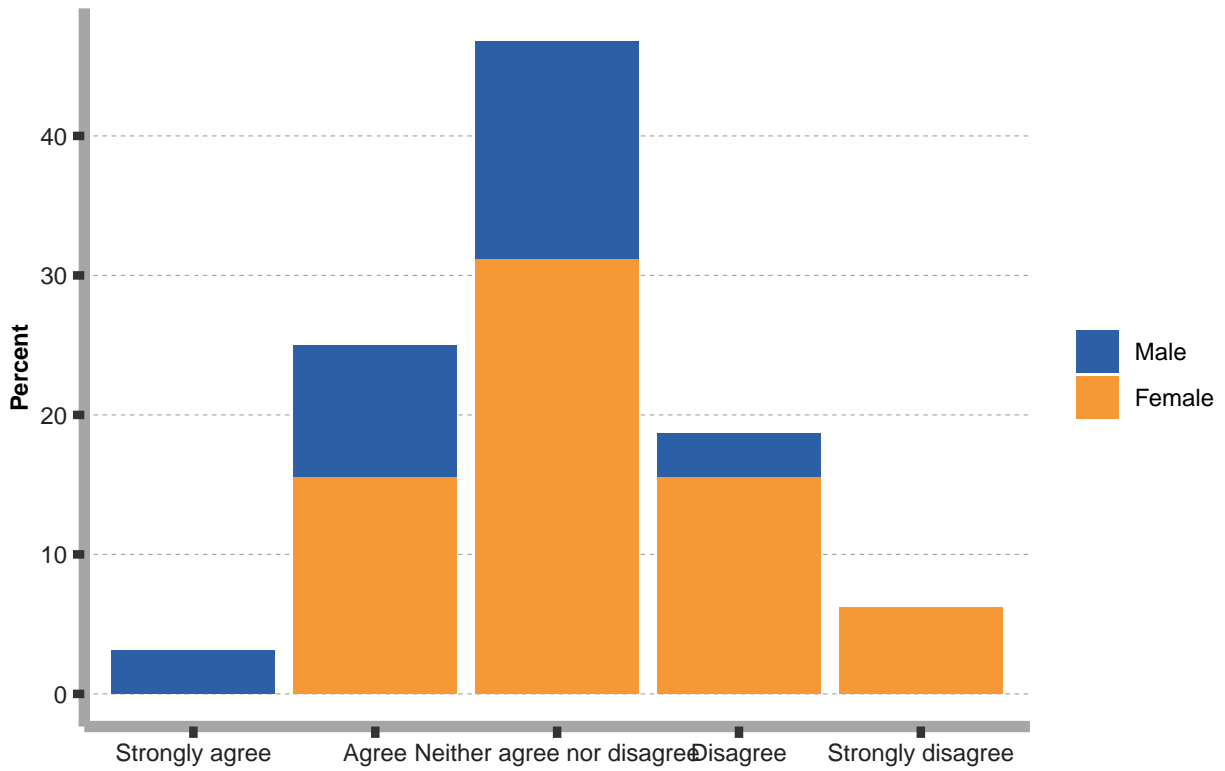
Q8. With technology anything is possible



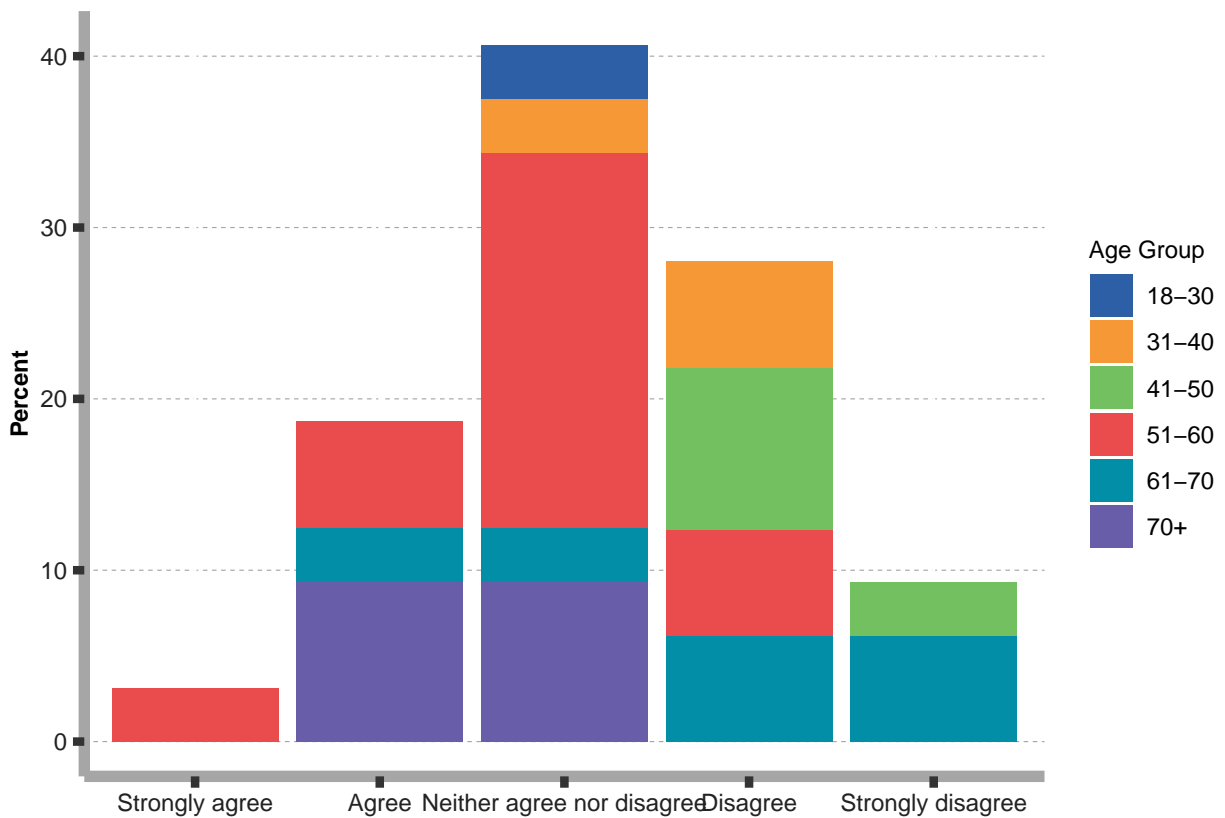
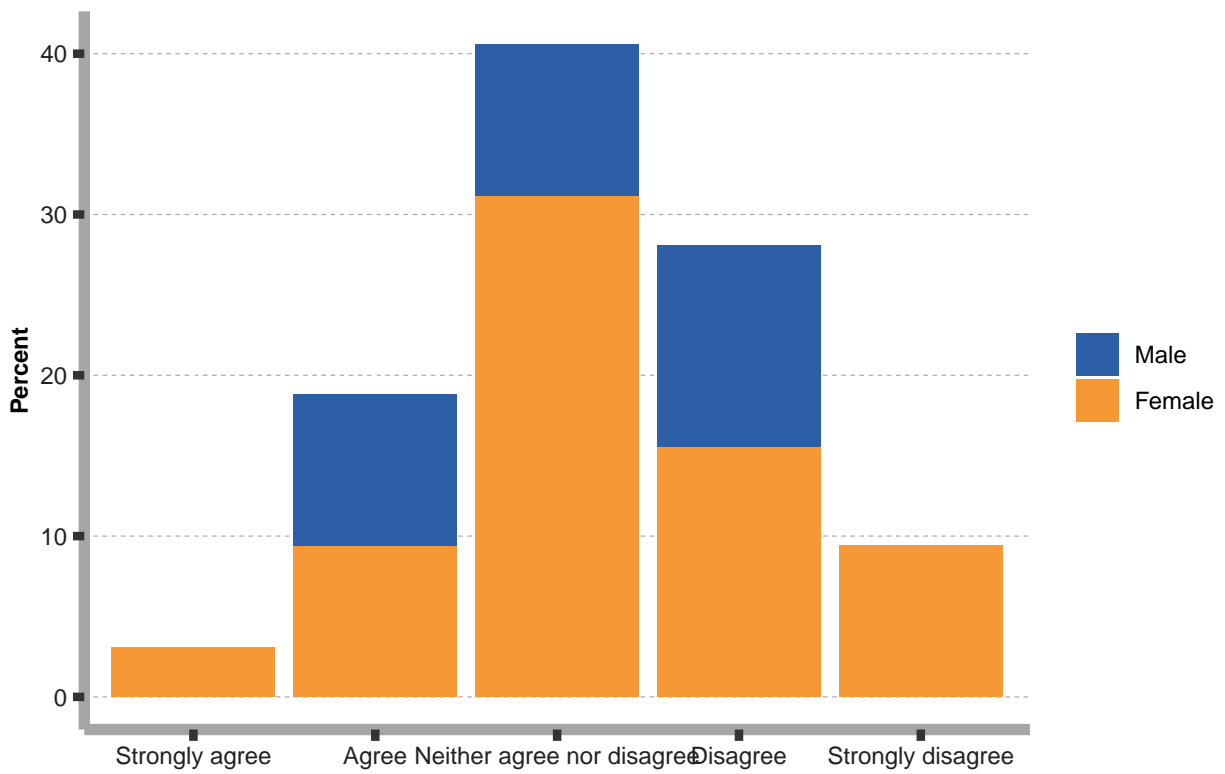
Q9. I feel that I get more accomplished because of technology



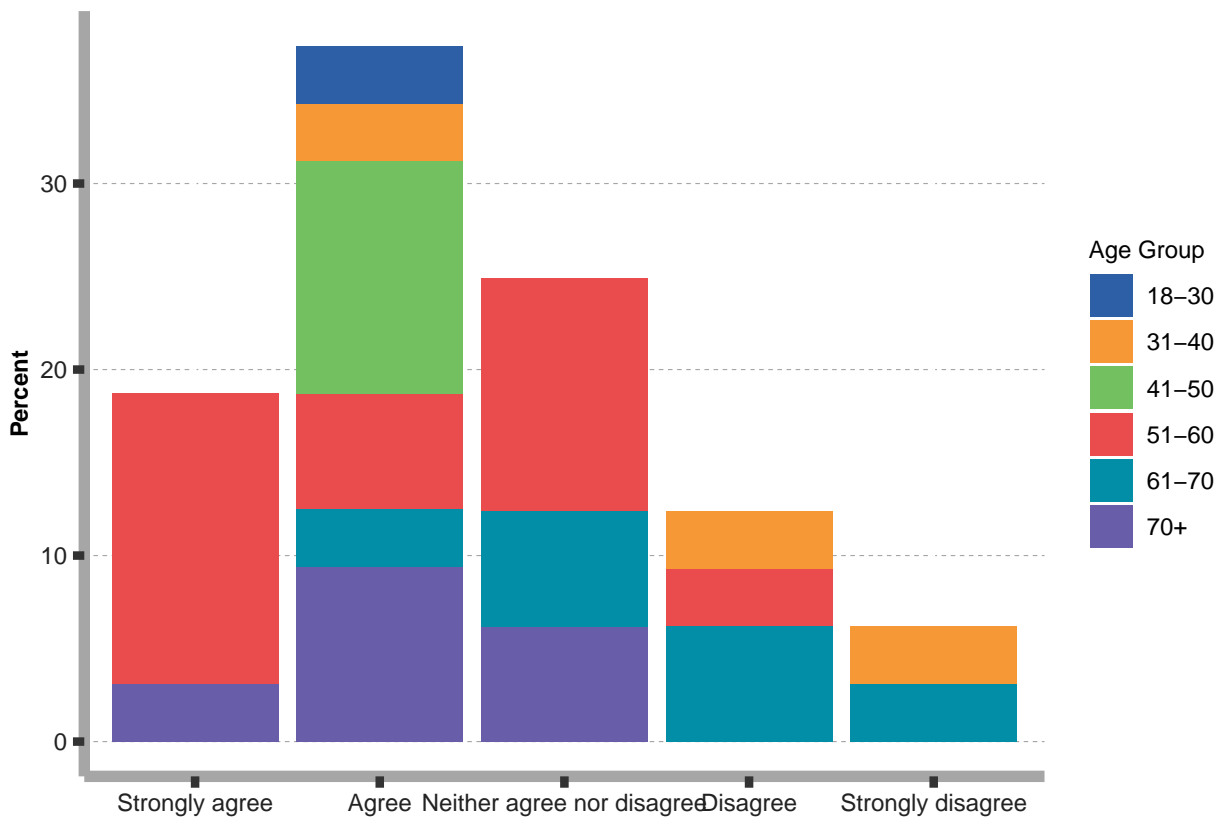
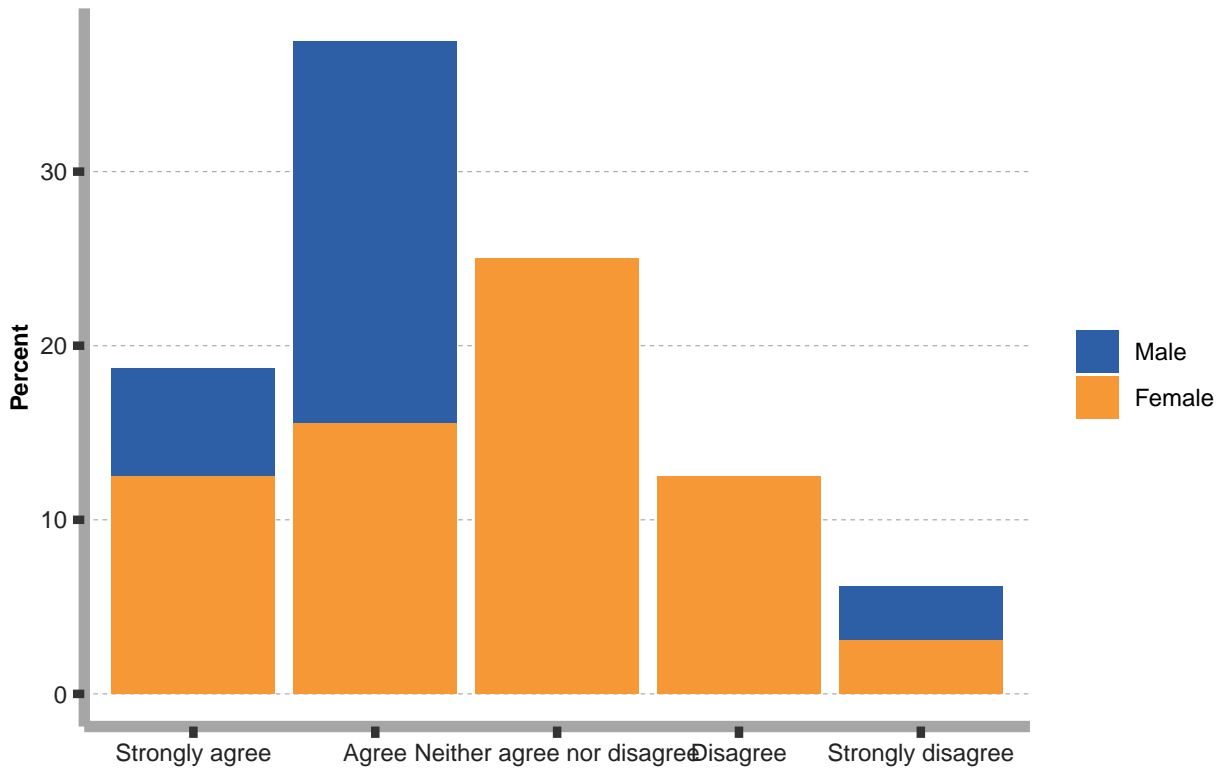
Q10. New technology makes people waste too much time



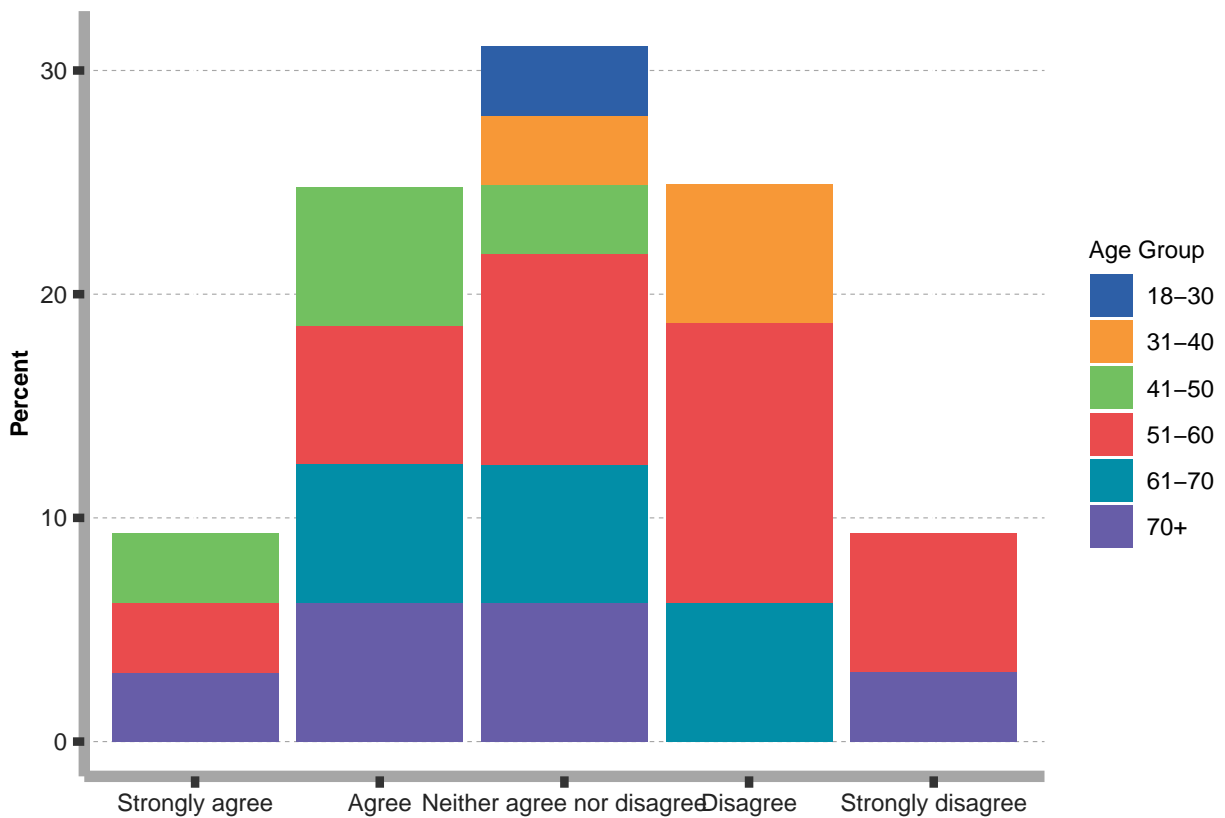
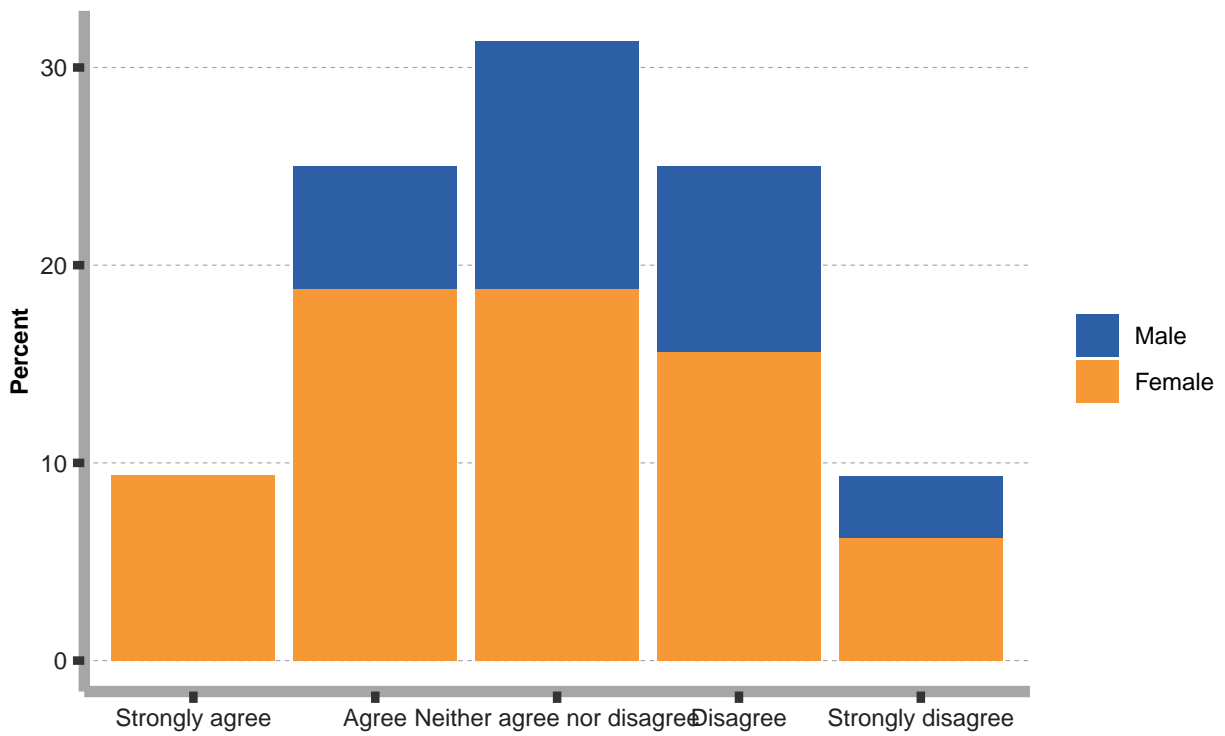
Q11. New technology makes life more complicated



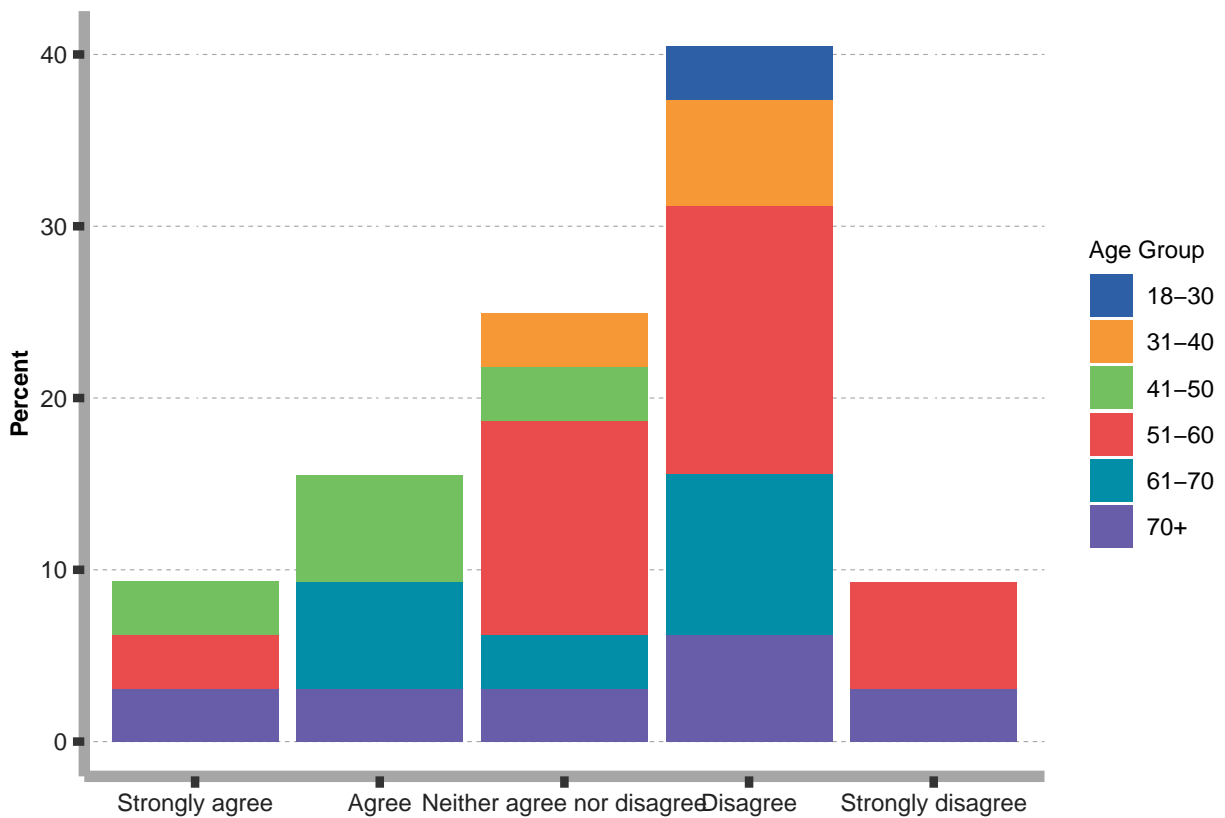
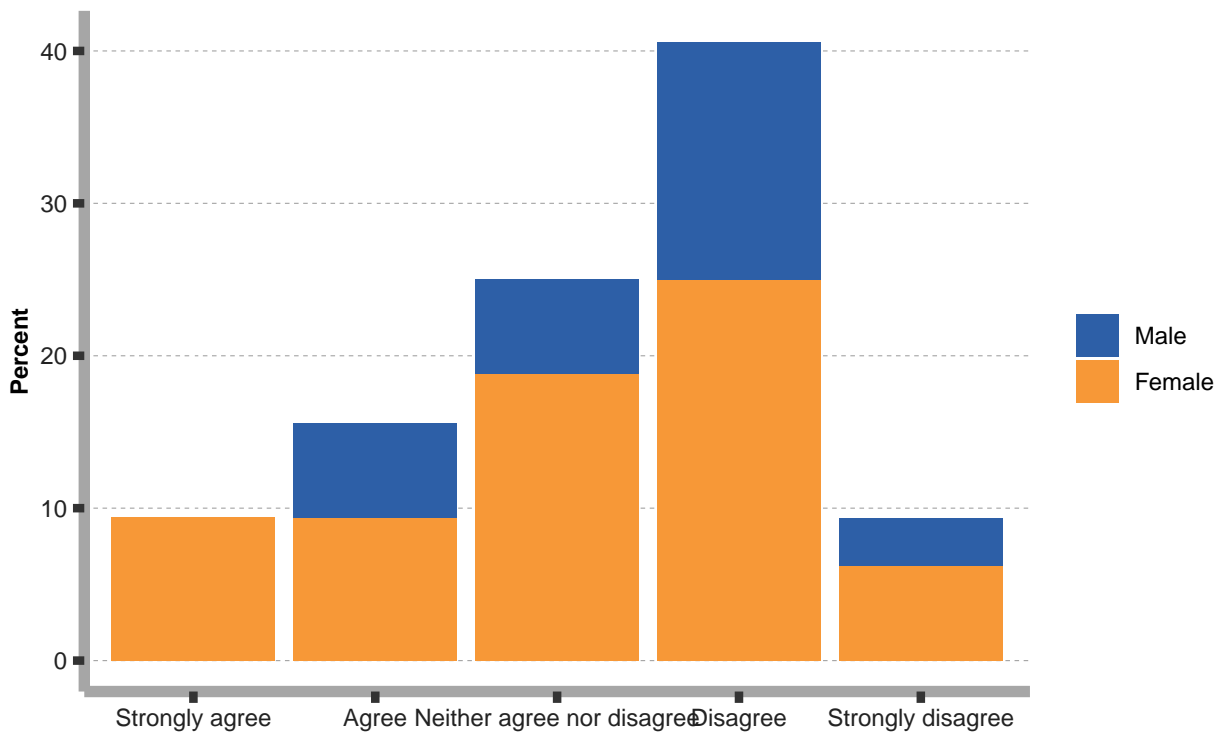
Q12. New technology makes people more isolated



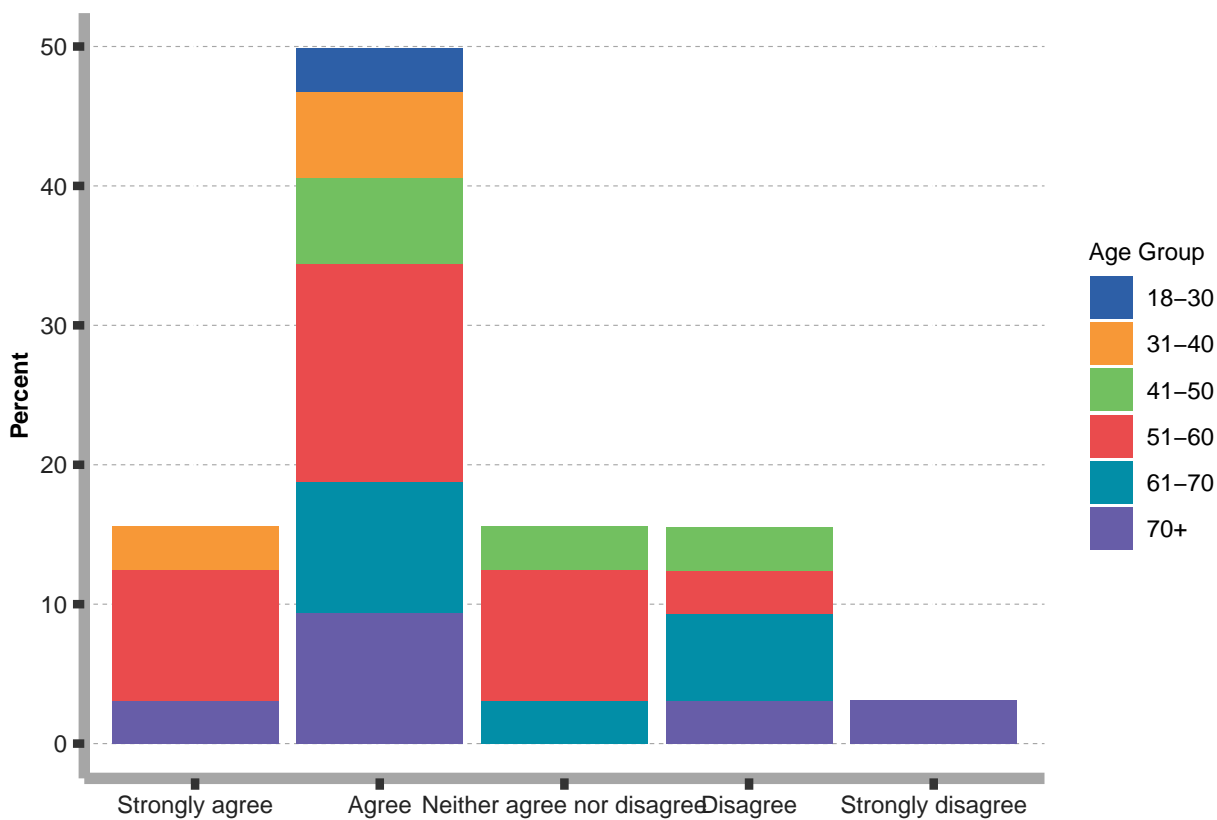
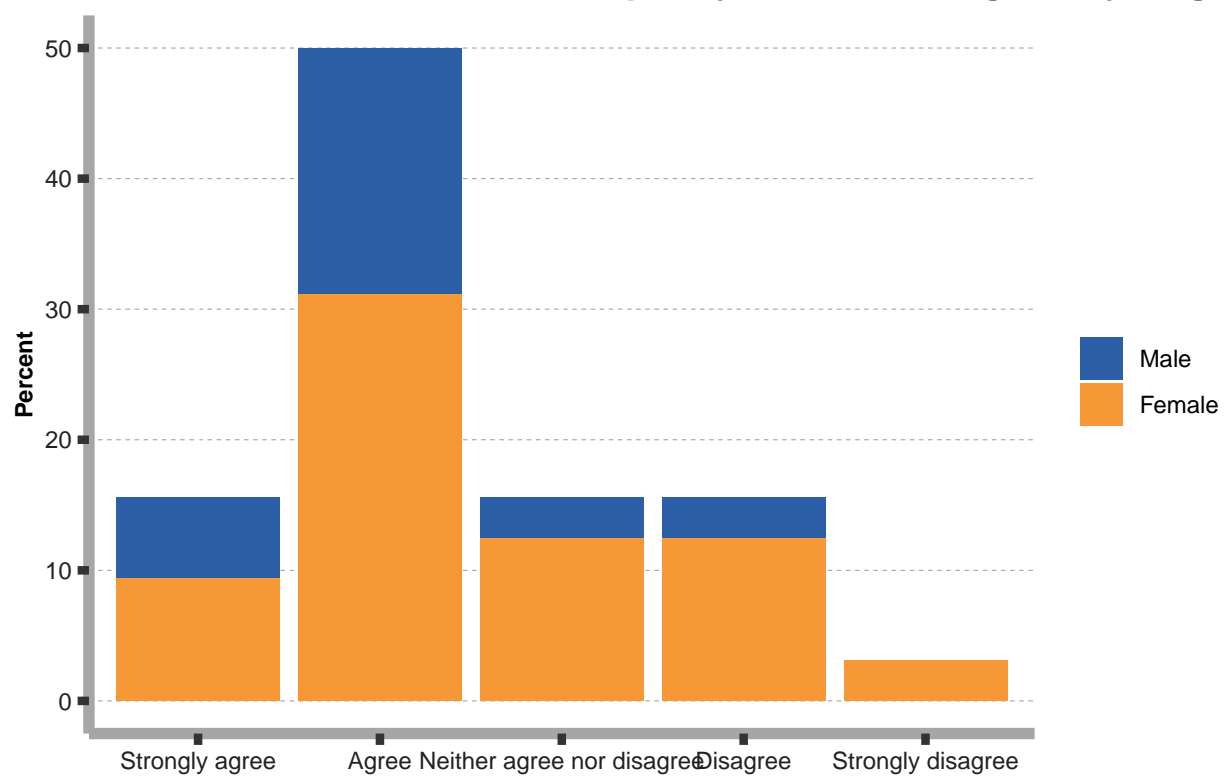
Q13. I prefer to work on several projects in a day, rather than completing one project and then switching to another



Q14. When doing a number of assignments, I like to switch back and forth between them rather than do one at a time



Q15. I like to finish one task completely before focusing on anything el



Q16. When I have a task to complete, I like to break it up by switching to other tasks intermittently

