Results of Parsimonious Model:

|  |  |  |  |
| --- | --- | --- | --- |
| Criterion | DIC | pD | LL |
| Proposed Model | 946,665E+6 | 455,707E+6 | -245,472E+6 |
| Interaction of Versions, (OL\*STV), (STV\*STavg) | 946,508E+6 | 455,557E+6 | -245,475E+6 |
| No Version Carryover | 946,355E+6 | 455,554E+6 | -245,400E+6 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Platform |  |  |  |  |  |  |  |  |
|  | mean | ste | lowerlimit | upperlimit |  |  |  |  |
| M0 (MktSz) | 0.919686 | -1 | 0.919686 | 0.919686199 |  |  |  |  |
| p | 0.003125 | 4.97E-09 | 0.003125 | 0.003125178 |  |  |  |  |
| q | 4.81E-09 | 3.78E-09 | -1.1E-09 | 1.10308E-08 |  |  |  |  |
| Created Addons | 0.038054 | 4.88E-09 | 0.038054 | 0.038054164 |  |  |  |  |
| Chrome | 3.51E-05 | 4.97E-09 | 3.51E-05 | 3.51114E-05 |  |  |  |  |
| IE | -0.00057 | 4.97E-09 | -0.00057 | -0.000568992 |  |  |  |  |
| totalNomContrib | -1.9E-05 | 4.97E-09 | -1.9E-05 | -1.92838E-05 |  |  |  |  |
| totalNomQueue | 5.81E-05 | 4.97E-09 | 5.81E-05 | 5.80757E-05 |  |  |  |  |
| vp | 0.01452 | 0.003569 | 0.009648 | 0.02101129 |  |  |  |  |
| wp | 0.11216 | 0.007679 | 0.099004 | 0.124540095 |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Add-ons |  |  |  |  |  |  |  |  |
|  | mean | ste | lowerlimit | upperlimit | Postive | Negative | Total |  |
| alpha | 0.014644 | 0.001876 | 0.018321 | 0.010967868 | 52 | 0 | 52 |  |
| p0 | 0.007853 | 0.001613 | 0.011015 | 0.004691788 | 21 | 6 | 27 |  |
| p1(Vrsn) | 0.007656 | 0.001356 | 0.010313 | 0.004998919 | 5 | 0 | 5 |  |
| P2(FfxVrsn) | 0.006618 | 0.001512 | 0.009582 | 0.003653368 | 4 | 1 | 5 |  |
| q0 | 0.006782 | 0.001526 | 0.009774 | 0.003790144 | 10 | 1 | 11 |  |
| q1(RatVar) | 0.013177 | 0.002011 | 0.017119 | 0.009234893 | 10 | 2 | 12 |  |
| q2(ObsLrn) | 0.007029 | 0.001772 | 0.010503 | 0.003556009 | 3 | 2 | 5 |  |
| q3(STAVG) | 0.005056 | 0.001943 | 0.008864 | 0.001248598 | 5 | 5 | 10 |  |
| churn | 0.018563 | 0.002458 | 0.023381 | 0.013744002 | 52 | 0 | 52 |  |
| V | 0.000194 | 1.56E-05 | 0.000225 | 0.000163545 | 52 | 0 | 52 |  |
| W | 0.000217 | 1.73E-05 | 0.000251 | 0.000183043 | 52 | 0 | 52 |  |