

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Business * Cluster Number of Case	1201	100.0%	0	0.0%	1200.554	100.0%
Tik_Tok * Cluster Number of Case	1201	100.0%	0	0.0%	1200.554	100.0%
Asian * Cluster Number of Case	1200 ^a	100.0%	.554	0.0%	1200.554	100.0%
I often find inspiration and creative outlet on Social media. * Cluster Number of Case	1201 ^a	100.0%	0	0.0%	1200.554	100.0%
Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case	1200 ^a	100.0%	.554	0.0%	1200.554	100.0%

a. Number of valid cases is different from the total count in the crosstabulation table because the cell counts have been rounded.

Tik_Tok * Cluster Number of Case Crosstabulation

		Cluster Number of Case				Total
		1	2	3	4	
Tik_Tok .00	Count	271	532	32	26	861
	% within Cluster Number of Case	65.0%	75.4%	72.7%	76.5%	71.7%
1.00	Count	146	174	12	8	340
	% within Cluster Number of Case	35.0%	24.6%	27.3%	23.5%	28.3%
Total	Count	417	706	44	34	1201
	% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%	100.0%

I often find inspiration and creative outlet on Social media. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
I often find inspiration and creative outlet on Social media.	Strongly Disagree	Count	5	15
		% within Cluster Number of Case	1.2%	2.1%
	Disagree	Count	59	120
		% within Cluster Number of Case	14.2%	17.0%
	Agree	Count	252	437
		% within Cluster Number of Case	60.6%	61.8%
	Strongly Agree	Count	100	135
		% within Cluster Number of Case	24.0%	19.1%
Total		Count	416	707
		% within Cluster Number of Case	100.0%	100.0%

I often find inspiration and creative outlet on Social media. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
I often find inspiration and creative outlet on Social media.	Strongly Disagree	Count	0	4
		% within Cluster Number of Case	0.0%	11.8%
	Disagree	Count	6	8
		% within Cluster Number of Case	13.6%	23.5%
	Agree	Count	28	18
		% within Cluster Number of Case	63.6%	52.9%
	Strongly Agree	Count	10	4
		% within Cluster Number of Case	22.7%	11.8%
Total		Count	44	34
		% within Cluster Number of Case	100.0%	100.0%

I often find inspiration and creative outlet on Social media. * Cluster Number of Case Crosstabulation

			Total
I often find inspiration and creative outlet on Social media.	Strongly Disagree	Count	24
		% within Cluster Number of Case	2.0%
	Disagree	Count	193
		% within Cluster Number of Case	16.1%
	Agree	Count	735
		% within Cluster Number of Case	61.2%
	Strongly Agree	Count	249
		% within Cluster Number of Case	20.7%
Total		Count	1201
		% within Cluster Number of Case	100.0%

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	7	24
		% within Cluster Number of Case	1.7%	3.4%
	Disagree	Count	70	147
		% within Cluster Number of Case	16.8%	20.8%
	Agree	Count	237	413
		% within Cluster Number of Case	56.8%	58.5%
	Strongly Agree	Count	103	122
		% within Cluster Number of Case	24.7%	17.3%
Total		Count	417	706
		% within Cluster Number of Case	100.0%	100.0%

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	3	6
		% within Cluster Number of Case	6.8%	18.2%
	Disagree	Count	11	13
		% within Cluster Number of Case	25.0%	39.4%
	Agree	Count	26	13
		% within Cluster Number of Case	59.1%	39.4%
	Strongly Agree	Count	4	1
		% within Cluster Number of Case	9.1%	3.0%
Total		Count	44	33
		% within Cluster Number of Case	100.0%	100.0%

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Total
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	40
		% within Cluster Number of Case	3.3%
	Disagree	Count	241
		% within Cluster Number of Case	20.1%
	Agree	Count	689
		% within Cluster Number of Case	57.4%
	Strongly Agree	Count	230
		% within Cluster Number of Case	19.2%
Total		Count	1200
		% within Cluster Number of Case	100.0%

Crosstabs

Notes

Output Created		15-OCT-2024 20:35:27
Comments		
Input	Data	/Users/misha/Downloads/MKTG415/LAB2/Fall23_digital_life_Final.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	weight
	Split File	<none>
	N of Rows in Working Data File	1200
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=guilty bad_mood misinformation pretend BY QCL_1 /FORMAT=AVALUE TABLES /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.04
	Elapsed Time	00:00:00.00
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case	1200	100.0%	.554	0.0%	1200.554	100.0%
Sometimes, what I see on social media leaves me in a bad mood. * Cluster Number of Case	1200	100.0%	.554	0.0%	1200.554	100.0%
I'm troubled by the amount of misinformation I find on Social Media. * Cluster Number of Case	1200 ^a	100.0%	.554	0.0%	1200.554	100.0%
Sometimes I pretend to be on the phone to avoid interacting with people * Cluster Number of Case	1200 ^a	100.0%	.554	0.0%	1200.554	100.0%

a. Number of valid cases is different from the total count in the crosstabulation table because the cell counts have been rounded.

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	7	24
		% within Cluster Number of Case	1.7%	3.4%
	Disagree	Count	70	147
		% within Cluster Number of Case	16.8%	20.8%
	Agree	Count	237	413
		% within Cluster Number of Case	56.8%	58.5%
	Strongly Agree	Count	103	122
		% within Cluster Number of Case	24.7%	17.3%
Total		Count	417	706
		% within Cluster Number of Case	100.0%	100.0%

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	3	6
		% within Cluster Number of Case	6.8%	18.2%
	Disagree	Count	11	13
		% within Cluster Number of Case	25.0%	39.4%
	Agree	Count	26	13
		% within Cluster Number of Case	59.1%	39.4%
	Strongly Agree	Count	4	1
		% within Cluster Number of Case	9.1%	3.0%
Total		Count	44	33
		% within Cluster Number of Case	100.0%	100.0%

Sometimes I feel guilty about how much time I spend on Social media * Cluster Number of Case Crosstabulation

			Total
Sometimes I feel guilty about how much time I spend on Social media	Strongly Disagree	Count	40
		% within Cluster Number of Case	3.3%
	Disagree	Count	241
		% within Cluster Number of Case	20.1%
	Agree	Count	689
		% within Cluster Number of Case	57.4%
	Strongly Agree	Count	230
		% within Cluster Number of Case	19.2%
Total		Count	1200
		% within Cluster Number of Case	100.0%

Sometimes, what I see on social media leaves me in a bad mood. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
Sometimes, what I see on social media leaves me in a bad mood.	Strongly Disagree	Count	7	19
		% within Cluster Number of Case	1.7%	2.7%
	Disagree	Count	92	140
		% within Cluster Number of Case	22.1%	19.9%
	Agree	Count	236	438
		% within Cluster Number of Case	56.7%	62.1%
	Strongly Agree	Count	81	108
		% within Cluster Number of Case	19.5%	15.3%
Total		Count	416	705
		% within Cluster Number of Case	100.0%	100.0%

Sometimes, what I see on social media leaves me in a bad mood. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
Sometimes, what I see on social media leaves me in a bad mood.	Strongly Disagree	Count	2	3
		% within Cluster Number of Case	4.5%	8.6%
	Disagree	Count	12	11
		% within Cluster Number of Case	27.3%	31.4%
	Agree	Count	28	16
		% within Cluster Number of Case	63.6%	45.7%
	Strongly Agree	Count	2	5
		% within Cluster Number of Case	4.5%	14.3%
Total		Count	44	35
		% within Cluster Number of Case	100.0%	100.0%

Sometimes, what I see on social media leaves me in a bad mood. * Cluster Number of Case Crosstabulation

			Total
Sometimes, what I see on social media leaves me in a bad mood.	Strongly Disagree	Count	31
		% within Cluster Number of Case	2.6%
	Disagree	Count	255
		% within Cluster Number of Case	21.3%
	Agree	Count	718
		% within Cluster Number of Case	59.8%
	Strongly Agree	Count	196
		% within Cluster Number of Case	16.3%
Total		Count	1200
		% within Cluster Number of Case	100.0%

I'm troubled by the amount of misinformation I find on Social Media. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
I'm troubled by the amount of misinformation I find on Social Media.	Strongly Disagree	Count	6	8
		% within Cluster Number of Case	1.4%	1.1%
	Disagree	Count	93	168
		% within Cluster Number of Case	22.3%	23.9%
	Agree	Count	222	349
		% within Cluster Number of Case	53.2%	49.6%
	Strongly Agree	Count	96	179
		% within Cluster Number of Case	23.0%	25.4%
Total		Count	417	704
		% within Cluster Number of Case	100.0%	100.0%

I'm troubled by the amount of misinformation I find on Social Media. * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
I'm troubled by the amount of misinformation I find on Social Media.	Strongly Disagree	Count	1	0
		% within Cluster Number of Case	2.2%	0.0%
	Disagree	Count	4	7
		% within Cluster Number of Case	8.9%	20.6%
	Agree	Count	29	20
		% within Cluster Number of Case	64.4%	58.8%
	Strongly Agree	Count	11	7
		% within Cluster Number of Case	24.4%	20.6%
Total		Count	45	34
		% within Cluster Number of Case	100.0%	100.0%

I'm troubled by the amount of misinformation I find on Social Media. * Cluster Number of Case Crosstabulation

			Total
I'm troubled by the amount of misinformation I find on Social Media.	Strongly Disagree	Count	15
		% within Cluster Number of Case	1.3%
	Disagree	Count	272
		% within Cluster Number of Case	22.7%
	Agree	Count	620
		% within Cluster Number of Case	51.7%
	Strongly Agree	Count	293
		% within Cluster Number of Case	24.4%
Total	Count	1200	
	% within Cluster Number of Case	100.0%	

Sometimes I pretend to be on the phone to avoid interacting with people * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			1	2
Sometimes I pretend to be on the phone to avoid interacting with people	Strongly Disagree	Count	30	70
		% within Cluster Number of Case	7.2%	9.9%
	Disagree	Count	80	186
		% within Cluster Number of Case	19.2%	26.3%
	Agree	Count	213	347
		% within Cluster Number of Case	51.1%	49.2%
	Strongly Agree	Count	94	103
		% within Cluster Number of Case	22.5%	14.6%
Total		Count	417	706
		% within Cluster Number of Case	100.0%	100.0%

Sometimes I pretend to be on the phone to avoid interacting with people * Cluster Number of Case Crosstabulation

			Cluster Number of ...	
			3	4
Sometimes I pretend to be on the phone to avoid interacting with people	Strongly Disagree	Count	2	6
		% within Cluster Number of Case	4.7%	17.6%
	Disagree	Count	13	11
		% within Cluster Number of Case	30.2%	32.4%
	Agree	Count	17	14
		% within Cluster Number of Case	39.5%	41.2%
	Strongly Agree	Count	11	3
		% within Cluster Number of Case	25.6%	8.8%
Total		Count	43	34
		% within Cluster Number of Case	100.0%	100.0%

**Sometimes I pretend to be on the phone to avoid interacting with people * Cluster
Number of Case Crosstabulation**

			Total
Sometimes I pretend to be on the phone to avoid interacting with people	Strongly Disagree	Count	108
		% within Cluster Number of Case	9.0%
	Disagree	Count	290
		% within Cluster Number of Case	24.2%
	Agree	Count	591
		% within Cluster Number of Case	49.3%
	Strongly Agree	Count	211
		% within Cluster Number of Case	17.6%
Total		Count	1200
		% within Cluster Number of Case	100.0%