```
GET
  FILE='C:\Users\NadavV\Desktop\Nadav\School\Ariel\ResultsDataLeakage\ANOVA
\AllData.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
UNIANOVA avg BY AfterDuring SellItem Dataitem platform
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /CRITERIA=ALPHA(0.05)
  /DESIGN=AfterDuring SellItem Dataitem platform AfterDuring*SellItem After
During*Dataitem
    AfterDuring*platform SellItem*Dataitem SellItem*platform Dataitem*platf
orm
    AfterDuring*SellItem*Dataitem AfterDuring*SellItem*platform AfterDuring
*Dataitem*platform
    SellItem*Dataitem*platform AfterDuring*SellItem*Dataitem*platform.
```

## Univariate Analysis of Variance

```
[DataSet1] C:\Users\NadavV\Desktop\Nadav\School\Ariel\ResultsDataLeakage\AN
OVA\AllData.sav
```

### Between-Subjects Factors

| | | N |
|---|---|---|
| After/During | After | 399 |
| | During | 531 |
| Sell Item | Adult toy | 186 |
| | Chocolate | 185 |
| | Lingerie | 186 |
| | Pencil | 187 |
| | Smartphone | 186 |
| Data item | Bank account number | 176 |
| | Email | 181 |
| | Home address | 203 |
| | Name | 189 |
| | Phone number | 181 |
| platform | Facebook | 320 |
| | Twitter | 312 |
| | WhatsApp Groups | 298 |

## Tests of Between-Subjects Effects

Dependent Variable: avg

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Corrected Model | 49062.158[a] | 149 | 329.276 | 1.085 | .248 |
| Intercept | 100516.991 | 1 | 100516.991 | 331.212 | .000 |
| AfterDuring | 1027.561 | 1 | 1027.561 | 3.386 | .066 |
| SellItem | 2012.209 | 4 | 503.052 | 1.658 | .158 |
| Dataitem | 303.685 | 4 | 75.921 | .250 | .910 |
| platform | 1086.623 | 2 | 543.312 | 1.790 | .168 |
| AfterDuring * SellItem | 21.619 | 4 | 5.405 | .018 | .999 |
| AfterDuring * Dataitem | 1660.859 | 4 | 415.215 | 1.368 | .243 |
| AfterDuring * platform | 78.001 | 2 | 39.000 | .129 | .879 |
| SellItem * Dataitem | 4146.517 | 16 | 259.157 | .854 | .624 |
| SellItem * platform | 1622.901 | 8 | 202.863 | .668 | .720 |
| Dataitem * platform | 4576.353 | 8 | 572.044 | 1.885 | .059 |
| AfterDuring * SellItem * Dataitem | 7688.313 | 16 | 480.520 | 1.583 | .067 |
| AfterDuring * SellItem * platform | 5192.788 | 8 | 649.099 | 2.139 | .030 |
| AfterDuring * Dataitem * platform | 2995.288 | 8 | 374.411 | 1.234 | .276 |
| SellItem * Dataitem * platform | 9780.076 | 32 | 305.627 | 1.007 | .458 |
| AfterDuring * SellItem * Dataitem * platform | 12906.424 | 32 | 403.326 | 1.329 | .107 |
| Error | 236716.187 | 780 | 303.482 | | |
| Total | 409047.000 | 930 | | | |
| Corrected Total | 285778.345 | 929 | | | |

a. R Squared = .172 (Adjusted R Squared = .013)