```
ONEWAY PARADIGM_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTI
STIC UPDATES_TRADITION
    COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HICH_TECH JOY SOCIAL_INTERA
CTION EASE_OF_USE WIDE_USE
    INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS_
MARKET NAME_BRAND
    FEASIBILITY BY AGE
  /MISSING ANALYSIS.
```

Oneway

Notes

Output Created		21-FEB-2020 15:51:59
Comments		
Input	Data	C:\Users\injad\Desktop\RIT Rima\Graduation Project\Statistical Reports\From Alice after merging\ARABIC_SAMPLE_CLEAN _26_CUES_ONLY (3).sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	98
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.

Notes

Syntax		ONEWAY
		PARADIGM_SHIFT
		BREAKTHROUGH
		POTENTIAL RARE
		REPURPOSING
		SURPRISE ARTISTIC
		UPDATES_TRADITION
		  COMBINATION
		FUNCTIONAL VARIETY
		EXPERIENTIAL
		HICH_TECH JOY
		SOCIAL_INTERACTION
		EASE_OF_USE
		WIDE_USE
		  INTUITIVE
		OBSERVABLE
		SOCIAL_APPROVAL
		CREDIBLE
		FASHIONABLE
		HARMONY
		MASS_MARKET
		NAME_BRAND
		  FEASIBILITY BY AGE
		 /MISSING ANALYSIS.

Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

ANOVA

		Sum of Squares	df	Mean Square	F
PARADIGM_SHIFT	Between Groups	1.538	4	.384	.811
	Within Groups	43.150	91	.474	
	Total	44.687	95		
BREAKTHROUGH	Between Groups	3.058	4	.765	1.899
	Within Groups	36.240	90	.403	
	Total	39.298	94		
POTENTIAL	Between Groups	1.715	4	.429	.984
	Within Groups	39.224	90	.436	
	Total	40.939	94		
RARE	Between Groups	4.134	4	1.033	1.738
	Within Groups	54.693	92	.594	
	Total	58.827	96		
REPURPOSING	Between Groups	1.286	4	.322	.785
	Within Groups	37.273	91	.410	
	Total	38.560	95		
SURPRISE	Between Groups	4.312	4	1.078	1.850
	Within Groups	54.184	93	.583	
	Total	58.496	97		
ARTISTIC	Between Groups	1.019	4	.255	.415
	Within Groups	55.295	90	.614	
	Total	56.314	94		
UPDATES_TRADITION	Between Groups	1.136	4	.284	.426
	Within Groups	60.000	90	.667	
	Total	61.136	94		
COMBINATION	Between Groups	1.603	4	.401	.649
	Within Groups	56.181	91	.617	
	Total	57.784	95		
FUNCTIONAL	Between Groups	3.851	4	.963	1.568
	Within Groups	54.628	89	.614	
	Total	58.479	93		
VARIETY	Between Groups	1.147	4	.287	.491
	Within Groups	51.943	89	.584	
	Total	53.090	93		
EXPERIENTIAL	Between Groups	2.740	4	.685	1.135
	Within Groups	54.343	90	.604	
	Total	57.083	94		

ANOVA

		Sig.
PARADIGM_SHIFT	Between Groups	.522
	Within Groups	
	Total	
BREAKTHROUGH	Between Groups	.118
	Within Groups	
	Total	
POTENTIAL	Between Groups	.421
	Within Groups	
	Total	
RARE	Between Groups	.148
	Within Groups	
	Total	
REPURPOSING	Between Groups	.538
	Within Groups	
	Total	
SURPRISE	Between Groups	.126
	Within Groups	
	Total	
ARTISTIC	Between Groups	.798
	Within Groups	
	Total	
UPDATES_TRADITION	Between Groups	.790
	Within Groups	
	Total	
COMBINATION	Between Groups	.629
	Within Groups	
	Total	
FUNCTIONAL	Between Groups	.190
	Within Groups	
	Total	
VARIETY	Between Groups	.742
	Within Groups	
	Total	
EXPERIENTIAL	Between Groups	.345
	Within Groups	
	Total	

ANOVA

		Sum of Squares	df	Mean Square	F
HICH_TECH	Between Groups	3.545	4	.886	1.573
	Within Groups	51.856	92	.564	
	Total	55.401	96		
JOY	Between Groups	4.004	4	1.001	1.439
	Within Groups	64.005	92	.696	
	Total	68.009	96		
SOCIAL_INTERACTION	Between Groups	1.358	4	.339	.509
	Within Groups	60.068	90	.667	
	Total	61.426	94		
EASE_OF_USE	Between Groups	2.165	4	.541	1.094
	Within Groups	44.043	89	.495	
	Total	46.208	93		
WIDE_USE	Between Groups	2.315	4	.579	.884
	Within Groups	58.888	90	.654	
	Total	61.203	94		
INTUITIVE	Between Groups	1.837	4	.459	1.013
	Within Groups	41.705	92	.453	
	Total	43.542	96		
OBSERVABLE	Between Groups	.697	4	.174	.208
	Within Groups	72.117	86	.839	
	Total	72.814	90		
SOCIAL_APPROVAL	Between Groups	2.865	4	.716	1.136
	Within Groups	56.114	89	.630	
	Total	58.979	93		
CREDIBLE	Between Groups	1.104	4	.276	.453
	Within Groups	56.646	93	.609	
	Total	57.749	97		
FASHIONABLE	Between Groups	2.469	4	.617	1.036
	Within Groups	53.614	90	.596	
	Total	56.083	94		
HARMONY	Between Groups	2.408	4	.602	1.263
	Within Groups	43.869	92	.477	
	Total	46.277	96		
MASS_MARKET	Between Groups	6.797	4	1.699	2.129
	Within Groups	71.049	89	.798	
	Total	77.846	93		

ANOVA

		Sig.
HICH_TECH	Between Groups	.188
	Within Groups	
	Total	
JOY	Between Groups	.227
	Within Groups	
	Total	
SOCIAL_INTERACTION	Between Groups	.729
	Within Groups	
	Total	
EASE_OF_USE	Between Groups	.365
	Within Groups	
	Total	
WIDE_USE	Between Groups	.477
	Within Groups	
	Total	
INTUITIVE	Between Groups	.405
	Within Groups	
	Total	
OBSERVABLE	Between Groups	.934
	Within Groups	
	Total	
SOCIAL_APPROVAL	Between Groups	.345
	Within Groups	
	Total	
CREDIBLE	Between Groups	.770
	Within Groups	
	Total	
FASHIONABLE	Between Groups	.393
	Within Groups	
	Total	
HARMONY	Between Groups	.290
	Within Groups	
	Total	
MASS_MARKET	Between Groups	.084
	Within Groups	
	Total	

ANOVA

		Sum of Squares	df	Mean Square	F
NAME_BRAND	Between Groups	5.522	4	1.380	1.373
	Within Groups	91.492	91	1.005	
	Total	97.014	95		
FEASIBILITY	Between Groups	2.562	4	.640	1.207
	Within Groups	48.270	91	.530	
	Total	50.832	95		

ANOVA

		Sig.
NAME_BRAND	Between Groups	.249
	Within Groups	
	Total	
FEASIBILITY	Between Groups	.313
	Within Groups	
	Total	