Czech University of Life Sciences Prague

Faculty of Economics and Management

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Diploma Thesis

Customer attitude towards online marketing

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DIPLOMA THESIS ASSIGNMENT

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Economics and Management

Thesis title
Customer Attitude Towards online Marketing

Objectives of thesis
The aim of the given diploma thesis is to explore different customer attittudes towards the variety of online marketing strategies and to find out what influence these attitudes.

Methodology
Metodological tool of this diploma thesis is sociological research which includes questionnaire and its analysis.

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marketing, online marketing, Internet marketing, e-marketing, e-commerce, customers, customer attitude, e-mail marketing, online sales, promotion, advertising

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Recommended information sources

MEERMAN SCOTT, David. The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly. John Wiley & Sons, Inc, July 1, 2009. ISBN 1596592907.

BRITO, Michael. Smart Business, Social Business: A Playbook for Social Media in Your Organization. Que, July 24, 2011. ISBN 0789747995.

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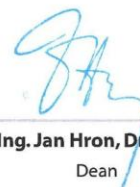**The Diploma Thesis Supervisor**

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March 2014

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Prague October 30. 2013

Declaration

I declare that I have worked on my diploma thesis titled "Customer attitude towards online marketing" by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on 27th March   ……………………………….

Ekaterina Gabikh

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I would like to thank Ph.D. Richard Selby for his support during my work on this diploma thesis.

Customer attitude towards online marketing

Summary

The aim of the given diploma thesis is to explore different customer attitudes towards the variety of online marketing techniques and to find out how social factors influence those attitudes. This diploma thesis explains the role of the Internet in the marketing and the importance of online marketing for the businesses. The thesis focuses on the variety of online marketing channels that are widely used for the promotional purposes: Web sites, blogs, Facebook, Twitter, Instagram, video hosting services and e-mails. Also, it deals with the attitudes towards those channels. In the given thesis attitudes are represented by the opinions about three factors related to the each channel. Those factors are informative content, security and entertainment. As the opinions strongly depend on the characteristics of people, this thesis searches the connection between attitudes towards the variety of online marketing channels and social factors like age, gender, marital status, education and employment status. The practical part of the diploma thesis contains the results of the Chi-Square tests that were discovered with the use of statistical software SPSS in order to determine the relationships between social factors and attitudes towards the variety of online marketing channels. The outcomes of all tests help to answer the question – which social factors influence attitudes towards different online marketing channels and to what extent.

Key words

Marketing, online marketing, Internet marketing, e-marketing, customers, customer attitude, promotion, social factors, Web sites, blogs, social media marketing, online video advertising, e-mail marketing

Postoj zákazníků vůči on-line marketing

Souhrn

Cílem dané diplomové práce je prozkoumat různé postoje zákazníků k různým on-line marketingovým technikám a zjistit, jak sociální faktory ovlivňují tyto postoje. Tato diplomová práce popisuje roli Internetu v marketingu a význam on-line marketingu pro podniky. Práce se zaměřuje na různé on-line marketingové kanály, které jsou široce používány pro propagační účely: webové stránky, blogy, Facebook, Twitter, Instagram, webhostingové služby a e-maily. Také se zabývá postoji vůči těmto kanálům. V této diplomové práci jsou postoje zastoupeny názory na tři faktory týkající se těchto kanálů. Těmito faktory jsou informativní obsah, bezpečnost a zábava. Postoje silně závisí na vlastnostech lidí a tato práce hledá souvislost mezi postoji k rozmanitosti on-line marketingových kanálů a sociálních faktorů, jako je věk, pohlaví, rodinný stav, vzdělání a postavení v zaměstnání. Praktická část diplomové práce obsahuje výsledky Chi - Square testů, které byly objeveny s využitím statistického softwaru SPSS s cílem určit vztahy mezi sociálními faktory a postoji k rozmanitosti on-line marketingových kanálů. Výsledky všech testů pomohly odpovědět na otázku - které sociální faktory ovlivňují postoje k různým on-line marketingovým kanálům a do jaké míry.

Klíčová slova

Marketing, on-line marketing, internetový marketing, e-marketing, zákazníci, postoj zákazníků, propagace, sociální faktory, webové stránky, blogy, marketing v sociálních médiích, online video reklamy, e-mail marketing

Content

1. Introduction

Marketing is a complex business operation with the simple goal to maximize revenues and sustain operations. The Internet is a perfect platform for all marketing activities, as it is available anywhere in the world, at any time of the day or night, seven days a week. The potential of the Internet as a commercial medium is limitless. Along with the rapid growth of the Internet one of the most important phenomenon was the emergence of a new trend in marketing – Internet marketing. Internet marketing – often called online marketing or e-marketing – is essentially any marketing activity that is conducted online through the use of Internet technologies. Today, it is hard to imagine a business operating without the use of the Internet. Application of the Internet has been accepted as a standard marketing tool by the majority of businesses which are increasingly integrating the Internet into their overall marketing strategies. The development of Internet marketing caused a transformation of main marketing processes into cyberspace. Products and services are continually evolving and adapting to the online sphere. Moreover, online marketing is almost always cheaper and more targeted than traditional, what makes businesses being even more interested in gaining more and more online space.

Internet marketing is associated with the different types of online channels, which the organizations use to promote and to distribute their products and services. This diploma thesis focuses on the variety of online marketing channels that are widely used for the promotional purposes: Web sites, blogs, Facebook, Twitter, Instagram, video hosting services and e-mails. Also, it deals with the attitudes towards those channels. In the given thesis attitudes are represented by the opinions about three factors related to the each channel. Those factors are informative content, security and entertainment.

The main goal of the thesis is to examine which social factors and to what extent have an impact on attitudes towards various online marketing channels. Social factors play an essential role in influencing the decisions of consumers, that is why marketers of the companies should firstly know what their target audience is and secondly use this information to meet consumers' expectations and to improve marketing strategy. It is important for the businesses to figure out trends so they can address their promotional activities directly to the potential buyers.

2. Aims and Objectives

The aim of the given diploma thesis is to explore different customer attitudes towards the variety of online marketing techniques and to find out how social factors influence those attitudes.

In order to achieve this aim, the following objectives must be reached:
- To make a careful study of different online marketing channels
- To define what can influence attitudes towards online marketing channels
- To construct a research model and to create a list of questions
- To conduct a survey using the website surveymonkey.com
- To transform survey results (using the statistical program SPSS)
- To determine the relationships between social factors and attitudes towards the variety of online marketing techniques
- To analyse the outcome of the research

3. Methodology

1. Sociological research in the form of a questionnaire

The questionnaire consists of eight questions, five of which are aimed to identify the social factors (age, gender, marital status, education, employment status and income). The second half is aimed to identify the attitudes towards the variety of online marketing channels. Three questions have the form of "matrix of choices". The questionnaire was conducted with the usage of the website surveymonkey.com.

2. Statistical analysis using the program SPSS, particularly crosstabs and Chi-square tests

This methodological tool serves to determine the relationships between different social factors and attitudes towards a variety of online marketing techniques.

4. Literature Review

4.1 Role of the Internet in the marketing

The Internet has a very strong influence on the formation and the development of the global information society. As a social phenomenon Internet is a global means of communication for transferring information and for access to online services without territorial and national boundaries. The technological capabilities of the Internet cause rapid development of the world information society.

The rapid development of communication technology transforms many processes in modern society. The business area is not an exception. The Internet is changing the look and style of doing businesses. The Internet as the most accessible and convenient system of information exchange between users is replacing other methods and channels of communication. Every company can use the Internet as a tool to improve the competitiveness and sustainability, to disseminate advertising information, as well as to get marketing information. Traders should pay much attention to Internet marketing, in other words to strategize, plan, organize and monitor the implementation of commercial communication on the Internet.

Among the benefits of the Internet for marketing purposes there are:

• Communication space (not limited either in time or in space)

• Clearly defined access channels

• Optimal transparency of the market

• Improvement of customer service

• The possibility of targeting

• The possibility of statistical analysis of user behaviour

• The possibility of rapid transmission of updated information

• Expandable functions of the Internet

4.2 Online marketing concept

Internet marketing has become popular in the 1990s with the expansion of access to the Internet and now is an integral part of any normal marketing campaign. Internet marketing

is the practice of using all aspects of traditional marketing on the Internet, affecting the basic elements of the marketing mix: price, product, place and promotion. It is necessary to emphasize that the Internet is just one of the marketing tools or another marketing channel in the overall marketing strategy of a business. Its marketing opportunities can be defined by considering the general production cycle of any sphere of activity:

1) Market research

Emerging digital technologies have stimulated several innovations in the field of marketing research. These innovations have changed the way marketing data are collected, analysed and used for supporting managerial decisions. The Internet helps explore the market and select the most promising niche for a particular situation. It allows to keep abreast of current news and events, respond quickly to market changes and to find new business development opportunities. A marketer can always learn about the latest news, examine the state of the market in terms of prices, new tools and technologies, new products, activities of competitors and market leaders. Moreover, each company has a possibility do conduct online surveys or create an online focus group, as the Internet opens new ways of interacting with the research participants.

2) Production of goods and/or delivery of services.

The Internet gave birth to the "virtual teams". People working together in one organization may reside on different continents and still be organized under the production process. Globalization has significantly changed the production of media (newspapers, magazines, TV, radio). Media products are available online twenty four hours seven days a week. For instance, the Internet brings a lot of changes in the work of travel agencies. Those changes are associated with the simplicity to purchase tickets, make reservations, book hotels, rent cars, apply for the visas via the Internet, and other capabilities. The Internet brings profitable opportunities to all types of businesses.

3) Realization.

New technologies shift retail markets in the more dynamic direction. The Internet's power and interactivity provide retailers with the potential to transform their customers' shopping experience, and in doing so, strengthen their own competitive positions. The Internet's capacity to provide information, facilitate two-way communication with customers, collect market research data, promote goods and services and ultimately to

support the online ordering of merchandise, provides retailers with an extremely rich and flexible new channels. The Internet gives retailers a mechanism for: broadening target markets, improving customer communications, extending product lines, improving cost efficiency, enhancing customer relationships and delivering customised offers. [11]

4) After-sales activities.

In today's highly competitive environment, a company that provides a post-sales support has the opportunity to differentiate itself from its competitors and establish a good position in the industry. Post-sales support processes perform the activities that take place following the sale, delivery and installation of a product or service. The purpose of these activities is to support the customer in the use of the product or service and thereby ensure continuing customer satisfaction. [8] Usage of the Internet at this stage of the production cycle may include advising clients through e-mails, providing information on the website about the news relating to the product and its use, modernization, etc. A company can also notify loyal customers about new products, important news and other opportunities, implying attention to customer care.

At each of these four stages, to a greater or lesser extent the Internet provides the organizations with more opportunities to improve a business.

Key elements of the Internet marketing:

- Product

What a company is selling via the Internet should have a decent quality. It competes not only with other online selling platforms, but also with the traditional shops.

- Price

It is assumed that the price online is lower than in stores due to cost savings. Companies should monitor prices and compare them with the competitors regularly.

- Promotion

Promotion on the Internet involves a huge number of tools (search engine optimization, promotion through websites, blogs and social media, e-mail marketing, etc.) The given diploma thesis is focused directly on that element of the Internet marketing.

- Place

If in traditional marketing place is a part of the physical environment, in the Internet marketing it is an online channel that serves as a retailer of goods and services. Most often it is a Web site of a company.

4.3 Channels to promote goods and services on the Internet

Authors of a book "Internet marketing – highly practical guide" [5] classify promotion on the Internet according to the online distribution channels. They state that distributing media online involves three approaches. First one is publishing on the own platforms, like websites, blogs and so on. A company can control the information on those platforms. Usually, it is the first step where the message becomes public. Publishing on the own platforms is fundamental for informing customers, controlling exactness of the information and improving search engine ranking. The second approach is distributing to external channels. Neutral channels help to deliver a message to a larger number of people. For example, relationships with industry bloggers increase traffic, improves search engine optimization, and what is most important – attract people who are directly interested in company's content. Last approach is the distribution by individuals. Sharing information about good or service by ordinary people is the highest form of online marketing. The ultimate target is a viral message, which is rapidly distributed among people through the social media. All three types of online distribution channels complete each other and are equally important.

4.3.1. Web sites

The Web site is one of the crucial tools for creating a marketable web presence. Today when people want to buy something, the Web site is almost always the first stop in their shopping trip. It is a company's "home on the Internet", as it is completely dedicated to the company and its marketing message.

The great advantage of a website is that it is stable. It will always remain in the same place. It is extremely important that customers can always find a company on the same address and references to a particular site will work.

The Web site is a centre of business activity. It is not enough just to create an attractive website. It is important to make it unique, consistent, and memorable. The content does not have to be limited to words; nontext content makes great additions to any site. Sometimes photos, videos, audio feeds, graphs can better inform visitors and deliver a message to them. Nontext content is powerful when it is an integrated component of the Web site. But on a technical note it can cause problems, for example, the usage of Flash Video can be a very distracting type of multimedia content. Internet users want a quick access to the Web sites, they do not want to visit sites that load slowly or that one that makes them distracted. Moreover, the Web site must be well constructed. Providing a way for users to interact with an organization is a hallmark of a great site. Easy to find "contact us" information is a must, and direct feedback mechanisms like "rate this" buttons, online forums, viewer reviews, and opportunities to post comments provide valuable information by and for site visitors. [3]

Nowadays a Web site is not only an informational page. Marketers use it as an online store, message board, social community or as a guiding line for customers, partners and staff. It is possible to analyse the data on who visits a page. This research helps to find out who is interested in a particular good or service and to customize a website to show exactly what the target audience is looking for.

4.3.2 Blogs

A blog is a Web site. But it is a special kind of site that is created and maintained by a person who is passionate about a subject and wants to tell the world about his or her area of expertise. A blog is almost always written by one person who has a fire in the belly and wants to communicate with the world. There are also group blogs (written by several people) and corporate blogs produced by a department or the entire company. The most popular form by far is the individual blog. [3]

Organizations use blogs to understand corporate reputation. All marketing and PR people need to monitor the blogosphere to know where and when there was a mention of a name of a company, the names of their products and services, and other important words and phrases connected with that particular organization. More sophisticated marketers then analyse trends. For example, they find out are the blog mentions positive or negative. Or,

compare them with the mentions of competitors' goods and services. The data shown in graphs can help to clearly determine the popularity of any request for a specific period of time. It helps to understand when there was an increased interest in a particular business.

The greatest benefit organizations get from the personal communications with the bloggers. Big companies must be sure to charge someone to work on that. There are few important points in this case. The representative of the company should not enter into debate with bloggers. His/her task is to understand the criticism and try to improve the position of a company. It is desirable to make this blogger notice improvement and write about it. When communicating in the comments, the representative should be extremely polite. The blogger has the right to be sarcastic, but not the company. Sometimes, it makes sense to ask the blogger to give an advice. All people love to give advices. In such situation it may happen that a blogger instead of zealous critic will become a supporter. It is important to discuss the recommendations with the colleagues and implement those that are really relevant.

A blog is usually an online diary of a freelance writer who expresses his opinion on various issues, giving advice and just telling the world about himself. Today the opinion of one well-known blogger could affect tens of thousands of people and bring companies new sales, or vice versa worsen its position in the eyes of many people. Together with the opinions of individuals, advertising on blogs helps to form an attitude about a particular product or service.

The first thing that comes to mind when speaking about promotion through blogs is the sponsorship. It is a common practice on the Internet. First, it is a fairly inexpensive way to advertise, and secondly, it covers the most interested audience. For example, if you are a dealer of a car brand, then why not to become a sponsor of the blog dedicated to this brand. When sponsoring a blog, it is important to make the best possible quality banner or text advert. If the author is popular, perhaps the greatest part of his audience is reading it via RSS without visiting the site. So in this case, the banner should appear in the RSS along with every message.

Internet society has no common opinion about the ordered blog posts. Initially, the blog is a project in which the author expresses an independent opinion. However, bloggers are ordinary people, and they all want to earn extra money. Usually the author writes that it is an advertising post, and visitors can decide to read it or ignore it. However, in practice, the

authority of a blogger falls in the eyes of some readers. However, contract posts are very effective tool that inform the target audience about some product or service.

Another way to promote through the blogs, which is extremely questionable from a moral point of view, is to write custom posts, representing the competitors in a negative light. It is necessary to be very careful with this weapon. First, bloggers tend to value their independence, so it is likely that they will refuse to write about that kind of offer on a blog. Moreover a company can get a bad reputation. In addition, readers of blogs are not stupid, and it may be suspected that something is wrong.

4.3.3 Social Media Marketing

Social networks are the most widely used media platforms. The leader in this field is Facebook, with over 1 billion of users. Social networks allow users to create a virtual reflection of their real-world social relationships, simplify communication and support fast sharing of news and content.

Humanity has always been social, even before the Internet. Sharing experiences with others about the companies, brands, goods and services that they love or hate comes naturally. As social network sites such as Facebook, Twitter and Instagram gained popularity and social customers became more influential, companies of all sizes and from all industries began to join the conversation. Customers learned to expect companies to be part of the social web. And social influencers started criticizing brands for every action or inaction.[1]

Figure 1 illustrates the evolution of social business. It started with the growing influence of the social customer. The immediate response to the social customer was that companies began to adopt behaviours of a social brand – brands/companies and organizations started engaging with the social customer on the social web. Today, this is causing a multitude of challenges internally, such as no governance and policies, employees running wild on social media, social media ownership issues, and more for many organizations. Now organizations are trying to operationalise social media internally to become a collaborative social business.[1]

Figure 1: The evolution of social business

THE EVOLUTION OF SOCIAL BUSINESS

2008 to present

SOCIAL BUSINESS

2003 to present

SOCIAL BRAND

1995 to present

SOCIAL CUSTOMER

- Technology Innovation gives customers a voice
- They are Influential
- Amplified voice across the social web
- Google indexing critical conversations about companies
- Social Customers are trusted amongst their peers as influence grows

- Companies and brands join Twitter, Facebook and create corporate blogs
- Engage with the social customer in various channels
- Social Media teams are forming slowly
- Small budgets are allocated on a project basis to social media engagement and community building

- Organizations begin humanizing business operations
- Organizational models are formed to include social media
- Organizational silos are torn down between internal teams
- Governance models and social media policies are created
- Social becomes an essential attribute of organizational culture

Source: BRITO, Michael. Smart Business, Social Business: A Playbook for Social Media in Your Organization

The success of the business in an environment like the Internet, where users themselves control the process of navigation, can only be determined by how much business takes into account their interests. Companies need to know who are their customers, what are their needs, wants, preferences, behaviours, and much more.

Social networks provide unique opportunities for targeting advertisements. Today targeting search is extremely popular as it allows managing advertising campaigns more effectively and quickly. Despite the wide range of products or services, it is addressed to a certain part of the audience, which is also called the target. Targeting advertising seeks and finds consumers, based on their characteristics, demographics, lifestyle, etc. In social networks the adverts can be addressed only to the necessary audience. At the same time, a portrait of the potential consumer can be defined in details (gender, age, occupation, place of residence, interests.). Advertising will be loaded to the user's page after the analysis of all these characteristics.

It is considered that users of social networks are the most active part of the Internet audience. This makes social networking even more ideal platform for a variety of

promotions and contests. Through the combination of different social networks, the company can inform both target audience and online community about its activities or present a new product.

The really interesting projects are actively discussed and collect a lot of comments in the social networks. From these comments, the advertiser can make useful conclusions, which can significantly affect the volume of sales.

Presence in social networks positively affects brand awareness. By building a brand presence on a social network, a company becomes a social actor who is engaged with customers. A regular communication with the online community contributes to the customer loyalty.

4.3.3.1 Facebook

Facebook is a social utility for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address), but has since expanded beyond that to high schools, corporations, regional networks, or any user across the world. [9]

Facebook not only has a huge audience, but also the broad marketing opportunities. Facebook allows users to connect and share information in a variety of ways. There is the possibility of creating a profile or group, followed by promotion, which includes a set of people, who receive information and are always ready to participate in a particular contest or debate.

Moreover, there is a standard set of features for advertising on Facebook. There is quite a powerful contextual advertising system, which allows showing an advert to a special group of users, which can be identified by a number of attributes: demographic, location, occupation, hobbies, and so on. And this is another important advantage for the companies that turn their attention to the most popular social network in the world.

Facebook can be used not only as a platform for advertising and finding the final consumers, but also as a tool to get feedback about a particular product, company promotional campaigns or packaging. There is an audience that certainly will express the opinions on an important issue. In this case, Facebook is quite a personal tool, and the

users have a feeling that members of a company talk to them personally. Traditional advertising cannot provide such effect. This is a great tool that makes the focus groups simply unnecessary. The possibilities are not comparable.

Hundreds of millions of people are closely related to each other and share information with each other. That is what Facebook is. It is a great platform for carrying out viral marketing campaigns. There are all possibilities for success .Information is transferred among users almost at lightning speed. If the brand has an audience of million(s) people, then it has a good chance to start a viral campaign and attract the attention of many people.

According to the report "How to Use Facebook for Business" [9] business goals for using Facebook are:

• Get found by people who are searching for your products or services

• Connect and engage with current and potential customers

• Create a community around your business

• Promote other content you create, including webinars, blog articles, or other resources

4.3.3.2 Twitter

Today Twitter is the most popular micro blogging service in the world and one of the most significant social media platforms. What is blogging we already know, but not such a broad range of people knows what micro blogging is.

The report called "Twitter Business Guide: Communication and Marketing" written by Jean-Christophe Barré, HelleKiilerich and Dr. Andreas Schroeter gives a clear definition and purpose of Twitter. Twitter is a free online tool that enables you to spread your content on the Internet and to interact with other users of your choice. As a social medium, it is a platform that conveys the messages you intend to communicate to your audience. It fulfils three major purposes:

• Create awareness for users who do not know about you

• Retain the attention from users who follow you

• Enhance your presence and influence on the Internet

Each piece of information – or tweet – you share is added to your home feed of tweets and will appear on your followers' feed. As each tweet is restricted to 140 characters, information must be concise and to the point.[7]

Twitter is definitely a tool applicable in marketing. It makes it easy to convey to a group of people (your followers) the information you need them to know. Today it has gained enormous popularity and attracted the attention of many large companies.

A corporate profile usually has the trademarked name as the Twitter handle (as in @Intel, @Dell, and @Adobe). Often the logo serves as the profile photo. Much of the content shared on a corporate profile is specific to company-related news (announcements, staff hires/departures, press releases, product launches, press briefings, quarterly earnings, and so on). Additionally, companies are creating Twitter profiles specifically for products such as @Photoshop, which are used just to share product-related content and interact with their community. Customer support usually has its own corporate profiles as well. For instance, Adobe has @Adobe_Care, used to solve customer support inquiries across all product lines.[1]

Marketing on Twitter:

1. Communication

First of all Twitter was intended for communication purposes. As it has become a vital tool for e-commerce and marketing, organizations must think about their audience and increase the follower base. More than following friends and acquaintances, it is advisable to follow Twitterers an organization would like to receive attention from. They can be in the same industry, but not exclusively. For instance, if you are a language school, you probably want to follow other schools, dictionaries, teachers and academics. Yet you ought to consider some less-related accounts such as expat groups, universities or translators. It is all the more sensible if one of those accounts is influential and/or significantly popular.[7]

As Twitter relies on interaction, it is critical not to ignore the readers. All questions should be answered in a timely manner to ensure the readership's satisfaction. A great way to receive attention on Twitter is to engage with the followers. Target the followers who are most influential, engaging with them makes them more likely to retweet and mention a product or a service via their own Twitter profile.[7]

2. Entertainment

In the report "Twitter Business Guide: Communication and Marketing" [7] its authors state that the companies can only get more followers and keep them if they provide interesting and entertaining content. They can use Twitter to give exclusive discounts to followers by quoting for instance a password while making the payment for their

purchases. For entertainment, there are many options possible, depending on what kind of business a specific company runs and the tone it has adopted on an account.

3. Keeping the followers informed

Companies can briefly let their followers know about upcoming events, give any further information about the events, not available elsewhere; introduce new goods and services; talk about the projects; give important references; keep people informed about discounts and so on.

4. Obtaining users' opinion

One of the key benefits of Twitter is the opportunity to establish a direct dialogue between the company and its clients. It is more likely to be informal and needs to remain short and to the point. If an organization wants to make a survey on Twitter, the bad idea is to ask a myriad of questions, which would bore followers and bring a little feedback. A badly formulated question is "What do you think of..." This kind of question is hard to answer within 140 characters. Questions should be answered with one word or a few. If a company is about to launch a new car, it is better to ask "what would be the colour of your choice", possibly with a link to a website showing a pallet of colours available." [7]

It is possible not just get the opinions, but even ask for advices on a particular issue. Many of Twitter users will respond and help.

5. Monitoring of mentions

It is one of the most significant reasons why large companies join Twitter. They track mentions of their brand in Twitter, and if necessary, enter into the discussion. Starbucks, Kodak, Pepsi, Dell, General Motors, Xbox, PlayStation – all these companies are already on Twitter. The main focus of their activities is to track the emergence of new records, which contain mentions of their products. It allows analysing the views of ordinary people. In addition, in some cases, the company can solve a problem, answer a question, even if a user just asked it in his/her own Twitter-account, not directly addressing the company. It is possible due to the fact that today Twitter has a range of services that allow tracking the emergence of new records that contain a given keyword. So the companies will always know what people say about their product on Twitter.

4.3.3.3 Instagram

Instagram is the name of an online photo and video sharing social network. It enables its users to immediately take photos and make videos, and then instantly share those photos and videos on their profile page and also on several social sites, like Facebook, Twitter, Tumblr, Flickr. Instagram is a place where people share their lives and tell their story through pictures, captured with a mobile device. Nowadays, it is an important tool for companies of all sizes to make people aware of it and to find out how consumers are interacting with their products and services. Instagram provides companies with the "real time" understanding of what consumers think about certain goods and services. It is also a platform to conduct valuable and relevant market research.

The report called "The Unfiltered Guide to Instagram for Brands"[10] is focused on Instagram. The author of the report uses real examples to help its readers to understand the importance of images in the marketing sector: "Some Brands have their logos anchored in our minds. White mermaid on a green background? Curvy checkmark? Are you still trying to guess? Probably not. And having figured this out, Starbucks and Nike now regularly remove the text from their logos as part of a very select club of broadly recognized brands. Marketing has a long history of using images to make an impact. That use has increased dramatically with easy access to rich digital media."[10]

Images are turning into the strength of companies' tactics, especially in social media where image-based content improves awareness and involvement. The images posted by a brand can share a lot about the culture of the company behind it and the products and services it offers. Brands can closely monitor their audience's response and optimize their posts based on their community's preferences. As for any social presence, brands should continually analyse the profile of the audience they are building by monitoring the gender, age, location and purchasing power of their followers. It is important to analyse in detail how followers are gained (and lost) to improve the rate at which an account grows its audience.[10]

There is one major way to let people know about a brand on Instagram. And this is adding hashtags to every picture that this brand posts. According to the report "The Unfiltered Guide to Instagram for Brands", the hashtags used to describe the content posted will influence the discoverability of the photo by certain communities on Instagram. It is also

said that descriptive tags are preferable to generic ones and that three to five terms are usually enough to guarantee a precise description of the content posted. What is important about Instagram is that the users of that application are not only an audience, but also a publishing force. Some Instagram users, without necessarily following corporate or branded accounts, share information about the brands via the photos they post. After a recent purchase, before a projected purchase, or simply to include a brand as part of the description of their picture: users can include the brand's hashtag in the caption of their photo. These photos are then added to all those associated with the given hashtag, and as such become discoverable to other users searching for the hashtag.The hashtags used on Instagram cannot be controlled by brands, and can only at most be influenced by their marketing efforts. With a goal to associate themselves and their products with tags of their choosing, brands have increasingly turned to Instagram campaigns encouraging users to take photos under certain constraints, and tag them using certain hashtags. By multiplying campaigns associated with emotions or topics that it considers relevant to its market positioning, a brand strengthens its discoverability by a certain target audience on the platform.[10]

Another way to promote a brand on Instagram is to add location to the uploaded photo. If people take pictures in a shop, restaurant or sport centre, they can specify the exact place, so that their followers might visit this place by checking it on the map, which is also provided by Instagram.

At the end of the report "The Unfiltered Guide to Instagram for Brands" an author makes some conclusions about the position and role of Instagram in the marketing sector:

- The open nature of Instagram makes people talk about the brand whether it has already joined Instagram officially or not.
- By building a community of followers and contributors on a mobile-first network designed to create and share beautiful images and stories, brands dramatically increase their visibility and reach within groups of like-minded consumers.
- The key goals for brands should include the growth of their audience and the progress of their discoverability through the photos of their customers and fans at large.
- Marketing managers must recognize the challenges and opportunities that lie in this stream of images taken by Instagram users around the world.

- Despite promising adoption by brands, Instagram as a network is still in its early years. Its multiple uses for marketing, content generation and community building are still being explored.

4.3.4 Online video advertising

Advertising on the Internet is a rapidly developing huge market. There are many types of online advertising - banners, product placement in online games, search engine optimization, hidden advertising in blogs and forums, etc.

Online video advertisements are gaining advertising market with their memorability (single video is shown, not in the unit as in the case of TV advertising) and the ability to assess the effectiveness of advertising campaigns (complete data on the number of views, real audience, transitions to the advertiser's website, etc.) The main advantage of online video advertising is its accessibility to the advertiser. While the cost of a successful TV campaign is counted in hundreds of thousands of dollars, the budget of the advertising campaign on the Internet can be a lot lower. Already a long time video advertising indicated the maximum efficiency in comparison with other ad formats (including online), today it is the most promising form of online advertising, which is worth paying attention to have a really successful campaign.

Video hosting services are websites or software where individuals can share their videos. The length of video content uploaded can be different: short video clips that lasts less than one minute, music video clips (3-5 minutes) or full length movies. Some video hosting services charge, but more commonly this is a free service.

YouTube was the first website of the current set of Web 2.0 resources that are streaming video. Its uniqueness lies in the fact that people have complete freedom. There is no limit on the number of uploaded files. Also it is free to post videos on this website. None of the competitors could reach the success of YouTube, even Google, which launched its video service called Google Video. The result is known to all - Google bought YouTube for $ 1.6 billion [6]. The success of YouTube has become possible due to factors such as freedom of information dissemination, simplicity, uniqueness and free of charge to the end user.

People at different age use YouTube and other sites to watch online videos. Young audience prefers more entertaining content, where the leaders are music videos, trailers to

the new movies, TV programs and series. As for the popularity of news, it is due to the fact that older people are watching them regularly.

Most of the videos on YouTube are amateurish, produced by nonprofessionals with simple webcams or consumer camcorders – and that is okay; it is personal, it is the stuff that people like to watch. But there is an increasing number of more professional clips, many designed to service or promote a particular product or business. Businesses small and large have discovered YouTube. In fact, YouTube is the hottest new medium for online marketing. [4]

The emotional strength and massive audience of video advertising gives the possibility to reach new customers around the world. Video advertising allows both to increase the awareness of brands and to push individual products. It is a fact, that online videos are better at gaining brand awareness than are traditional TV ads. A Millward Brown study found that online viewing led to 82% brand awareness and 77% product recall, compared to just 54% brand awareness and 18% product recall for similar television ads. Experts believe this is because online viewers are more engaged than television viewers; the Web is a more interactive medium than the passive viewing inherent with television.[4]

Five primary types of online video advertising exist: preroll, postroll, companion, interactive, invitation and overlay. [13] They appear during the individual's interaction with different video hosting services.

- Ads before (preroll) and after (postroll) videos

Ads before the videos start when the user clicks Play, and the desired video runs only after the ad is over. It is the most efficient format of existing video advertising methods, because the user has to see the commercials. However, it is the most intrusive form of advertising, which can cause irritation, so site owners limit the display of advertising , adjusting the frequency of views on IP-addresses (for each address no more than a certain number of commercials per day), or give the user the ability to skip ads.

Advertisement after the videos (postroll) runs after the main video, what allows to shoot longer videos. However, the effectiveness of this type is not as high, because most users close the page almost immediately after watching the main video, so the main semantic load of commercials (the product name, brand, company) must occur within the first second.

- Companion

Companion online video advertising is a banner that becomes visible on the video screen while the user is watching a video. Companion can appear everywhere: along the bottom of the played video, on the top or on the one of the sides. The advantage of that type is that there is a brand presence for the whole file playing.

- Interactive

This type of video advertising tries to attract a person by getting them to enter some kind of information while they are watching an online video. For example, it may request the email address or zip code of the watcher. It can appear in the beginning, in the middle or at the end of the played video.

- Invitation

This is a type of online video advertising when a message in brief appears close by the video, gets watchers' attention and tries to make them take an action. The message is not shown for a long time, but stays long enough to decide to act or not and then it disappears. The advantage of the invitation is that it is less intrusive.

- Advertise on top of the videos (overlay)

Advertise on top of the videos shows the main video without stopping the process of viewing, it does not contain the sound, in fact it is an analogue of the classical banner, but much more effective. When the user clicks on it, usually it moves to the advertiser's site.

Viral Video Spread

A few years ago everyone in the circles of business was talking with excitement about this phenomenon. Today, publications and discussions on this topic have become noticeably smaller. Entrepreneurs and marketers already perceive the tool completely calmly. Viral marketing realizes the very quick spread of an online message. The most important component of viral marketing is a message that spreads online and attracts the attention. The viral spread is closely correlated with social networks, since they allow sharing a message exponentially.

In the viral video success is determined by its funny and unusual storyline. In other words people are watching them while having fun. Viral video is able to deliver a message to many potential customers. And for some businesses it matters most. But this marketing method is not convenient for all business in terms of converting visitors into buyers. In

general, it is necessary to understand that the creation of a viral video is an individual thing. And if it works for some businesses, then it is not a fact that it will be working for others (in terms of sales).

4.3.5 E-mail marketing

E-mail has rightfully become a major medium for business customer retention. E-mail is less interruptive because the individual "takes" the message when he or she feels most available, instead of exactly when the message is placed. Its combination of one-to-one, timeliness, and speed are ideal for maintaining an ongoing relationship with customers and clients. [2]

E-mail marketing has become popular among marketers, because letters are sent to an extremely targeted number of potential customers, and what is most important – the return on investment is measurable. Other benefits of e-mail marketing include its price, effectiveness, speed of distribution, and many more.

Relative to other types of promotion, it is quick to distribute an e-mail campaign. When design and content are prepared, there are only three clicks left – upload campaign, choose customers from the database and send. Furthermore, a message reaches thousands of people globally, across multiple geographical locations.

E-mail marketing is a tool for building long-term relationships with customers. It helps to keep customers informed. People like being connected and up to date with the latest information. They also like being knowledgeable about the topic they are interested in. E-mail marketing gives an opportunity to inform customers on time and with the latest news, offers and releases.

Compared to other marketing options and even to other online marketing techniques, e-mail marketing is a much cheaper channel of distribution. If used correctly, e-mail marketing, together with other online marketing techniques, is an excellent way to communicate with customers – most importantly, building relationships and loyalty. E-mail marketing, when done correctly, can have a very high success rate. [5]

4. 4 Factors that affect attitudes towards online marketing channels

In order to get information about a product or a service people are using different online channels. Most of people do not stop at using just one channel. They use different combinations, which are influenced by the individuals' preferences, and in turn those preferences influence attitudes. In case of the Internet tools, attitudes can be evaluated according to the frequency of that tools usage. Among significant factors that affect the frequency of usage different Internet channels there are security, trust, comfort, entertainment and informative content. Definitely, there are much more reasons why people choose certain online communication channels to familiarize themselves with products and services. This thesis focuses on the three reasons, which are examined more in the details below.

4.4.1 Informative content

There is a tremendous amount of information available online. Information seeking is one of the strongest motives for the Internet use in general, and the Internet itself is an information source number one. The development of the Internet creates numerous information sources. The content of each source is clearly defined by its audience and purpose. Internet users can use a variety of services to find the information they're looking for. The important question over the past years is how people determine the appropriateness of the content they find on the Internet. How do they choose which Facebook page or blog to believe, and what are the chances that the information provided can be wrong.

The Internet is not centrally controlled. There are no standards for the accuracy of information available online. With people uploading huge amounts of data every second it is hard to know which information is reliable. Information freedom often causes misunderstandings and errors. To avoid these problems the Internet users should research more than one source of the information and always look for the feedback relating to the information. Generally, when several sources provide the same information and there are good reviews from respected sources and positive comments from other Internet users, then it is more likely that the information is accurate.

4.4.2 Security

Nowadays individuals and organizations worldwide can reach information without regard to geographic boundaries or time of day. However, together with the benefits such as convenience and easiness to access information come new risks. Information can be lost, stolen, corrupted, or misused. If information is recorded electronically and is available on networked computers, it is more vulnerable than if the same information is printed on paper and locked in a file cabinet.

The notion of information security can be defined as a state of stability of information to the accidental or intentional influences precluding the risks of its destruction, distortion and disclosures that lead to a material damage. Security is the priority number one for many people who use any Internet channel. One of the most important conditions for a wide use of different channels is a guarantee that they provide an adequate level of security for all transactions conducted through it. This applies to the information transmitted between users, information stored in databases, and information accompanying the financial transaction.

Security closely correlates with trust. Any channel that an organization uses should not appear questionable to potential clients. In the modern world trust is very important. Naturally, it is particularly important in marketing and sales. Trust constructs the foundation for allowing companies to influence a person's decision to use a service provided by them. The level of trust has an inverse relationship to the degree of risk.

4.4.3 Entertainment

Media has been a major source of entertainment in the last century. The conventional media that have been used for entertainment are:
1. Books/ Magazines/ Tabloids
2. Radio
3. Television/ Films
4. Video Games

The Internet as an entertainment media is not a class by itself, but rather a unique interaction of all of the above media. Each of the traditional media can by themselves be

represented online. Online books/newspapers/tabloids, online radio, online television, online films/ trailers and online games are commonplace now. The Internet can be fully exploited only when the media are combined in a way that takes maximum advantage of its nature. Entertaining media is still in its infancy and as networking and programming capabilities continue to improve at a rapid rate, the possibilities are limitless. [12]

4.5 Future development of online marketing

It is impossible to predict the exact future of online marketing, but it will definitely become the most significant marketing branch in the coming years. Internet marketing will be only blooming together with the exponentially growing number of Internet users and with the development of new technologies. The emergence of innovative products is more likely to challenge marketers, but it will pay off for the brands, as people commonly follow the tendencies.

According to the book [5] the coming trends are the greater control over customers, web 3.0, new tools, networks and applications.

The Internet has already effected a radical shift in the way that media and consumers interact. Traditional media have a one-to-many approach. The web, however, relies on many-to-many interaction: anybody can post content or comment on what they see. In the world where everything is social and shared, the consumer has a lot of power – and it is likely to grow. Marketing agencies foresee that they will need to hand even more control. The trend may go so far as letting customers create and mediate marketing content, with agencies keeping oversight and steering from the sidelines.

Web 3.0 or the semantic web, is about creating information that is human-readable rather than just machine-readable. This concept means that the exponentially growing amount of data will be categorized in personal and human-usable ways, enabling even better, more meaningful and more accessible content than ever. In the far future, experts even predict the invention of web-based artificial intelligence that will think ahead and source information before a user even knows it's needed.

Every day, new tools, places and applications appear – many fail, but some survive and start to grow significantly. Already, powerful computers can fit inside wristwatches and cellphones can hide in car dashboards. Consumers expect to have unceasing access to all of

their data, regardless of where they are and what device they are using. Brands have to count with all the emergent novelties and follow them. Same is about networks: for example, Twitter was virtually unknown in 2007, but today is one of the top social networks; in five years, it may be obsolete already. It appears from this that nowadays web tendencies are shifting. They should be analysed not every year or season, but every month or week.

Since the launch of iTunes' app Store, online applications – little programs that perform a specific function – have taken the web by storm. Virtually all mobile and desktop devices can run a huge selection of apps – everything from checking the weather and stock markets to playing games and performing analytics. Successful brands develop their own unique apps (fun games) or become a part of other applications (store, restaurant locator). Participation on the Web is becoming more intense. Together with that, data-gathering techniques are turning more detailed and effective, which means a company can learn more about its target audience than ever.

5. Own Input

The second part of the thesis consists of several steps. First one is construction of research model and creation of questions for a survey. This work is dedicated to the attitudes towards online channels. Attitudes are represented by the opinions about three features of the Internet channels – informative content, security and entertainment. As attitudes strongly depend on the characteristics of people, this thesis also searches the connection between attitudes towards the variety of online marketing channels and social factors like age, gender, marital status, education and employment status. The second step is data collection. The questionnaire was distributed with the help of a special survey web site "surveymonkey.com". Three hundred people took part in the survey. The third step is descriptive statistics, particularly crosstabs and Chi-square tests created with the statistical software SPSS. Chi-square tests serve to determine the relationship between different social factors and opinions about a variety of online marketing channels. The last fourth step is the evaluation of results of the tests, which will show if there is a dependency between social factors and attitudes towards online marketing channels or if there is no relationship between these variables.

5.1 Construction of research model

The model is created in order to make up the main hypothesis of the diploma thesis, as well as to make up the two phenomena, which are necessary for the creation of a questionnaire.

Main hypothesis: Usage of different online marketing channels is highly affected by the variety of social factors.

After the collection of responses from all the participants of the questionnaire, it will be possible to create the auxiliary hypotheses, which depend on the frequency of usage of different online marketing channels.

Phenomena A

Social factors

Phenomena B

Types of online marketing channels and factors that influence the use of those channels

Variables and indicators of A phenomena

Age group (less than 18, 18 to 29, 30 to 39, 40 to 49, more than 50)

Gender (male, female)

Marital status (single, married, widowed, divorced, domestic partnership)

Education (no degree, high school degree, bachelor's degree, master's degree, doctoral degree)

Employment status (employed, self-employed, unemployed, homemaker, student, retired, unable to work)

Variables and indicators of B phenomena

Channels (Web Sites, Blogs, Facebook, Twitter, Instagram, Video Hosting Services (YouTube, Vimeo...), E-mails)

Features of those channels (informative content, security, entertainment)

Questionnaire

1. What is your age?

 Less than 18

 18 to 29

30 to 39

 40 to 49

More than 50

2. What is your gender?

Male

Female

3. What is your marital status?

Single, Never Married

Married

Widowed

Divorced

Domestic Partnership

4. What is the highest level of education you have completed?

No degree

High school degree

Bachelor's degree

Master's degree

Doctoral degree

5. What is your employment status?

Employed

Unemployed

Self-employed

Homemaker

Student

Retired

Unable to work

6. What do you think about the level of informative content the following online marketing channels provide for the users?

	High Level	Medium Level	Low Level
Web Sites			

Blogs			
Facebook			
Twitter			
Instagram			
Video Hosting Services			
E-mails			

7. What do you think about the level of security the following online marketing channels provide for the users?

	High Level	Medium Level	Low Level
Web Sites			
Blogs			
Facebook			
Twitter			
Instagram			
Video Hosting Services			
E-mails			

8. What do you think about the level of entertainment the following online marketing channels provide for the users?

	High Level	Medium Level	Low Level
Web Sites			
Blogs			
Facebook			
Twitter			
Instagram			
Video Hosting Services			
E-mails			

5.2 Data Collection

As it was already mentioned, the data were collected with the help of an online survey service. Among several possibilities, the Web site surveymonkey.com was chosen. SurveyMonkey is one of the leading providers of Web-based survey methodology. The company was founded to make both individuals and organizations make more significant research. First of all, SurveyMonkey is an accessible tool, secondly, it is easy to create the questions, not only the simple ones, but also more sophisticated, for example matrices of choices that were used in this work. One more advantage of SurveyMonkey directly for the given master thesis is that respondents were answering questions online. Received data are more valuable for the research, because the respondents are targeted into the group "Internet users". Three hundred people answered the questions of the questionnaire. This number gives a good chance to conduct a reliable research.

5.3 Relationship testing between social factors and attitudes towards online marketing channels

Crosstabs and Chi-square tests are the tools that are used in this thesis to check the relationships. SPSS allows creating crosstabs, which in our case provide information about social factors and attitudes towards online marketing techniques. Statistics, which is given in numbers, changes raw data into the clear content. This information makes the results of the questionnaire more understandable. Crosstabs very clearly show the attitudes towards the different features of the Internet. Chi-square tests' results show directly how the two variables relate to each other. Each test has two hypotheses. One says that there is a relationship between a certain attitude and a social factor; another says there is no relationship between the two factors. The outcome of all tests will help to answer the question – do the social factors influence attitudes towards the variety of online marketing channels. If they do it will be possible to determine which social factors influence attitudes to the greater extent.

1) Relationship testing between age and opinions about informative content of Web sites

H_0: There is no relationship between age and opinions about informative content Web sites. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 1.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

2) Relationship testing between age and opinions about informative content of blogs

H_0: There is no relationship between age and opinions about informative content of blogs. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of blogs. The variables are not independent.

Test at .05 level of significance; P value (.649) according to the table 2.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

3) Relationship testing between age and opinions about informative content of Facebook

H_0: There is no relationship between age and opinions about informative content of Facebook. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 3.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

4) Relationship testing between age and opinions about informative content of Twitter

H_0: There is no relationship between age and opinions about informative content of Twitter. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 4.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

5) Relationship testing between age and opinions about informative content of Instagram

H_0: There is no relationship between age and opinions about informative content of Instagram. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 5.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

6) Relationship testing between age and opinions about informative content of video hosting services

H_0: There is no relationship between age and opinions about informative content of video hosting services. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 6.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

7) Relationship testing between age and opinions about informative content of e-mails

H_0: There is no relationship between age and opinions about informative content of e-mails. The variables are independent.

H_1: There is a relationship between age and opinions about informative content of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 7.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

8) Relationship testing between age and opinions about security of Web sites

H_0: There is no relationship between age and opinions about security of Web sites. The variables are independent.

H_1: There is a relationship between age and opinions about security of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.017) according to the table 8.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

9) Relationship testing between age and opinions about security of blogs

H_0: There is no relationship between age and opinions about security of blogs. The variables are independent.

H_1: There is a relationship between age and opinions about security of blogs. The variables are not independent.

Test at .05 level of significance; P value (.778) according to the table 9.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

10) Relationship testing between age and opinions about security of Facebook

H_0: There is no relationship between age and opinions about security of Facebook. The variables are independent.

H_1: There is a relationship between age and opinions about security of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 10.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

11) Relationship testing between age and opinions about security of Twitter

H_0: There is no relationship between age and opinions about security of Twitter. The variables are independent.

H_1: There is a relationship between age and opinions about security of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 11.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

12) Relationship testing between age and opinions about security of Instagram

H_0: There is no relationship between age and opinions about security of Instagram. The variables are independent.

H_1: There is a relationship between age and opinions about security of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 12.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

13) Relationship testing between age and opinions about security of video hosting services

H_0: There is no relationship between age and opinions about security of video hosting services. The variables are independent.

H_1: There is a relationship between age and opinions about security of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 13.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

14) Relationship testing between age and opinions about security of e-mails

H_0: There is no relationship between age and opinions about security of e-mails. The variables are independent.

H_1: There is a relationship between age and opinions about security of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 14.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

15) Relationship testing between age and opinions about entertainment of Web sites

H_0: There is no relationship between age and opinions about entertainment of Web sites. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 15.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

16) Relationship testing between age and opinions about entertainment of blogs

H_0: There is no relationship between age and opinions about entertainment of blogs. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of blogs. The variables are not independent.

Test at .05 level of significance; P value (.043) according to the table 16.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

17) Relationship testing between age and opinions about entertainment of Facebook

H_0: There is no relationship between age and opinions about entertainment of Facebook. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 17.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

18) Relationship testing between age and opinions about entertainment of Twitter

H_0: There is no relationship between age and opinions about entertainment of Twitter. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 18.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

19) Relationship testing between age and opinions about entertainment of Instagram

H_0: There is no relationship between age and opinions about entertainment of Instagram. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 19.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

20) Relationship testing between age and opinions about entertainment of video hosting services

H_0: There is no relationship between age and opinions about entertainment of video hosting services. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 20.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

21) Relationship testing between age and opinions about entertainment of e-mails

H_0: There is no relationship between age and opinions about entertainment of e-mails. The variables are independent.

H_1: There is a relationship between age and opinions about entertainment of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 21.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

22) Relationship testing between gender and opinions about informative content of Web sites

H_0: There is no relationship between gender and opinions about informative content of Web sites. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.972) according to the table 22.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

23) Relationship testing between gender and opinions about informative content of blogs

H_0: There is no relationship between gender and opinions about informative content of blogs. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of blogs. The variables are not independent.

Test at .05 level of significance; P value (.795) according to the table 23.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

24) Relationship testing between gender and opinions about informative content of Facebook

H_0: There is no relationship between gender and opinions about informative content of Facebook. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.240) according to the table 24.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

25) Relationship testing between gender and opinions about informative content of Twitter

H_0: There is no relationship between gender and opinions about informative content of Twitter. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.360) according to the table 25.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

26) Relationship testing between gender and opinions about informative content of Instagram

H_0: There is no relationship between gender and opinions about informative content of Instagram. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.629) according to the table 26.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

27) Relationship testing between gender and opinions about informative content of video hosting services

H_0: There is no relationship between gender and opinions about informative content of video hosting services. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.268) according to the table 27.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

28) Relationship testing between gender and opinions about informative content of e-mails

H_0: There is no relationship between gender and opinions about informative content of e-mails. The variables are independent.

H_1: There is a relationship between gender and opinions about informative content of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.073) according to the table 28.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

29) Relationship testing between gender and opinions about security of Web sites

H_0: There is no relationship between gender and opinions about security of Web sites. The variables are independent.

H_1: There is a relationship between gender and opinions about security of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.398) according to the table 29.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

30) Relationship testing between gender and opinions about security of blogs

H_0: There is no relationship between gender and opinions about security of blogs. The variables are independent.

H_1: There is a relationship between gender and opinions about security of blogs. The variables are not independent.

Test at .05 level of significance; P value (.792) according to the table 30.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

31) Relationship testing between gender and opinions about security of Facebook

H_0: There is no relationship between gender and opinions about security of Facebook. The variables are independent.

H_1: There is a relationship between gender and opinions about security of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.283) according to the table 31.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

32) Relationship testing between gender and opinions about security of Twitter

H_0: There is no relationship between gender and opinions about security of Twitter. The variables are independent.

H_1: There is a relationship between gender and opinions about security of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.860) according to the table 32.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

33) Relationship testing between gender and opinions about security of Instagram

H_0: There is no relationship between gender and opinions about security of Instagram. The variables are independent.

H_1: There is a relationship between gender and opinions about security of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.200) according to the table 33.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

34) Relationship testing between gender and opinions about security of video hosting services

H_0: There is no relationship between gender and opinions about security of video hosting services. The variables are independent.

H_1: There is a relationship between gender and opinions about security of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.363) according to the table 34.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

35) Relationship testing between gender and opinions about security of e-mails

H_0: There is no relationship between gender and opinions about security of e-mails. The variables are independent.

H_1: There is a relationship between gender and opinions about security of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.100) according to the table 35.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

36) Relationship testing between gender and opinions about entertainment of Web sites

H_0: There is no relationship between gender and opinions about entertainment of Web sites. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.748) according to the table 36.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

37) Relationship testing between gender and opinions about entertainment of blogs

H_0: There is no relationship between gender and opinions about entertainment of blogs. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of blogs. The variables are not independent.

Test at .05 level of significance; P value (.689) according to the table 37.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

38) Relationship testing between gender and opinions about entertainment of Facebook

H_0: There is no relationship between gender and opinions about entertainment of Facebook. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.348) according to the table 38.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

39) Relationship testing between gender and opinions about entertainment of Twitter

H_0: There is no relationship between gender and opinions about entertainment of Twitter. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.148) according to the table 39.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

40) Relationship testing between gender and opinions about entertainment of Instagram

H_0: There is no relationship between gender and opinions about entertainment of Instagram. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.359) according to the table 40.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

41) Relationship testing between gender and opinions about entertainment of video hosting services

H_0: There is no relationship between gender and opinions about entertainment of video hosting services. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.310) according to the table 41.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

42) Relationship testing between gender and opinions about entertainment of e-mails

H_0: There is no relationship between gender and opinions about entertainment of e-mails. The variables are independent.

H_1: There is a relationship between gender and opinions about entertainment of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.593) according to the table 42.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

43) Relationship testing between marital status and opinions about informative content of Web sites

H_0: There is no relationship between marital status and opinions about informative content of Web sites. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.005) according to the table 43.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

44) Relationship testing between marital status and opinions about informative content of blogs

H_0: There is no relationship between marital status and opinions about informative content of blogs. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of blogs. The variables are not independent.

Test at .05 level of significance; P value (.571) according to the table 44.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

45) Relationship testing between marital status and opinions about informative content of Facebook

H_0: There is no relationship between marital status and opinions about informative content of Facebook. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 45.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

46) Relationship testing between marital status and opinions about informative content of Twitter

H_0: There is no relationship between marital status and opinions about informative content of Twitter. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.024) according to the table 46.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

47) Relationship testing between marital status and opinions about informative content of Instagram

H_0: There is no relationship between marital status and opinions about informative content of Instagram. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 47.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

48) Relationship testing between marital status and opinions about informative content of video hosting services

H_0: There is no relationship between marital status and opinions about informative content of video hosting services. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.005) according to the table 48.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

49) Relationship testing between marital status and opinions about informative content of e-mails

H_0: There is no relationship between marital status and opinions about informative content of e-mails. The variables are independent.

H_1: There is a relationship between marital status and opinions about informative content of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 49.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

50) Relationship testing between marital status and opinions about security of Web sites

H_0: There is no relationship between marital status and opinions about security of Web sites. The variables are independent.

H_1: There is a relationship between marital status and opinions about security of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.954) according to the table 50.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

51) Relationship testing between marital status and opinions about security of blogs

H_0: There is no relationship between marital status and opinions about security of blogs. The variables are independent.

H_1: There is a relationship between marital status and opinions about security of blogs. The variables are not independent.

Test at .05 level of significance; P value (.793) according to the table 51.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

52) Relationship testing between marital status and opinions about security of Facebook

H_0: There is no relationship between marital status and opinions about security of Facebook. The variables are independent.

H_1: There is a relationship between marital status and opinions about security of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.060) according to the table 52.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

53) Relationship testing between marital status and opinions about security of Twitter

H_0: There is no relationship between marital status and opinions about security of Twitter. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about security of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.283) according to the table 53.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

54) Relationship testing between marital status and opinions about security of Instagram

H$_0$: There is no relationship between marital status and opinions about security of Instagram. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about security of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 54.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

55) Relationship testing between marital status and opinions about security of video hosting services

H$_0$: There is no relationship between marital status and opinions about security of video hosting services. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about security of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 55.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

56) Relationship testing between marital status and opinions about security of e-mails

H$_0$: There is no relationship between marital status and opinions about security of e-mails. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about security of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 56.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

57) Relationship testing between marital status and opinions about entertainment of Web sites

H$_0$: There is no relationship between marital status and opinions about entertainment of Web sites. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about entertainment of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.003) according to the table 57.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

58) Relationship testing between marital status and opinions about entertainment of blogs

H$_0$: There is no relationship between marital status and opinions about entertainment of blogs. The variables are independent.

H$_1$: There is a relationship between marital status and opinions about entertainment of blogs. The variables are not independent.

Test at .05 level of significance; P value (.686) according to the table 58.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

59) Relationship testing between marital status and opinions about entertainment of Facebook

H$_0$: There is no relationship between marital status and opinions about entertainment of Facebook. The variables are independent.

H_1: There is a relationship between marital status and opinions about entertainment of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 59.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

60) Relationship testing between marital status and opinions about entertainment of Twitter

H_0: There is no relationship between marital status and opinions about entertainment of Twitter. The variables are independent.

H_1: There is a relationship between marital status and opinions about entertainment of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.009) according to the table 60.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

61) Relationship testing between marital status and opinions about entertainment of Instagram

H_0: There is no relationship between marital status and opinions about entertainment of Instagram. The variables are independent.

H_1: There is a relationship between marital status and opinions about entertainment of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.002) according to the table 61.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

62) Relationship testing between marital status and opinions about entertainment of video hosting services

H_0: There is no relationship between marital status and opinions about entertainment of video hosting services. The variables are independent.

H_1: There is a relationship between marital status and opinions about entertainment of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.225) according to the table 62.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

63) Relationship testing between marital status and opinions about entertainment of e-mails

H_0: There is no relationship between marital status and opinions about entertainment of e-mails. The variables are independent.

H_1: There is a relationship between marital status and opinions about entertainment of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 63.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

64) Relationship testing between level of education and opinions about informative content of Web sites

H_0: There is no relationship between level of education and opinions about informative content of Web sites. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.017) according to the table 64.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

65) Relationship testing between level of education and opinions about informative content of blogs

H_0: There is no relationship between level of education and opinions about informative content of blogs. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of blogs. The variables are not independent.

Test at .05 level of significance; P value (.002) according to the table 65.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

66) Relationship testing between level of education and opinions about informative content of Facebook

H_0: There is no relationship between level of education and opinions about informative content of Facebook. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 66.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

67) Relationship testing between level of education and opinions about informative content of Twitter

H_0: There is no relationship between level of education and opinions about informative content of Twitter. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.047) according to the table 67.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

68) Relationship testing between level of education and opinions about informative content of Instagram

H_0: There is no relationship between level of education and opinions about informative content of Instagram. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 68.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

69) Relationship testing between level of education and opinions about informative content of video hosting services

H_0: There is no relationship between level of education and opinions about informative content of video hosting services. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.475) according to the table 69.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

70) Relationship testing between level of education and opinions about informative content of e-mails

H_0: There is no relationship between level of education and opinions about informative content of e-mails. The variables are independent.

H_1: There is a relationship between level of education and opinions about informative content of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.003) according to the table 70.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

71) Relationship testing between level of education and opinions about security of Web sites

H_0: There is no relationship between level of education and opinions about security of Web sites. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.676) according to the table 71.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

72) Relationship testing between level of education and opinions about security of blogs

H_0: There is no relationship between level of education and opinions about security of blogs. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of blogs. The variables are not independent.

Test at .05 level of significance; P value (.301) according to the table 72.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

73) Relationship testing between level of education and opinions about security of Facebook

H_0: There is no relationship between level of education and opinions about security of Facebook. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.105) according to the table 73.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

74) Relationship testing between level of education and opinions about security of Twitter

H_0: There is no relationship between level of education and opinions about security of Twitter. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.170) according to the table 74.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

75) Relationship testing between level of education and opinions about security of Instagram

H_0: There is no relationship between level of education and opinions about security of Instagram. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 75.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

76) Relationship testing between level of education and opinions about security of video hosting services

H_0: There is no relationship between level of education and opinions about security of video hosting services. The variables are independent.

H_1: There is a relationship between level of education and opinions about security of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 76.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

77) Relationship testing between level of education and opinions about security of e-mails

H$_0$: There is no relationship between level of education and opinions about security of e-mails. The variables are independent.

H$_1$: There is a relationship between level of education and opinions about security of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.127) according to the table 77.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

78) Relationship testing between level of education and opinions about entertainment of Web sites

H$_0$: There is no relationship between level of education and opinions about entertainment of Web sites. The variables are independent.

H$_1$: There is a relationship between level of education and opinions about entertainment of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.008) according to the table 78.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

79) Relationship testing between level of education and opinions about entertainment of blogs

H$_0$: There is no relationship between level of education and opinions about entertainment of blogs. The variables are independent.

H$_1$: There is a relationship between level of education and opinions about entertainment of blogs. The variables are not independent.

Test at .05 level of significance; P value (.032) according to the table 79.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

80) Relationship testing between level of education and opinions about entertainment of Facebook

H_0: There is no relationship between level of education and opinions about entertainment of Facebook. The variables are independent.

H_1: There is a relationship between level of education and opinions about entertainment of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.030) according to the table 80.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

81) Relationship testing between level of education and opinions about entertainment of Twitter

H_0: There is no relationship between level of education and opinions about entertainment of Twitter. The variables are independent.

H_1: There is a relationship between level of education and opinions about entertainment of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.002) according to the table 81.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

82) Relationship testing between level of education and opinions about entertainment of Instagram

H_0: There is no relationship between level of education and opinions about entertainment of Instagram. The variables are independent.

H_1: There is a relationship between level of education and opinions about entertainment of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.017) according to the table 82.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

83) Relationship testing between level of education and opinions about entertainment of video hosting services

H_0: There is no relationship between level of education and opinions about entertainment of video hosting services. The variables are independent.

H_1: There is a relationship between level of education and opinions about entertainment of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.678) according to the table 83.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

84) Relationship testing between level of education and opinions about entertainment of e-mails

H_0: There is no relationship between level of education and opinions about entertainment of e-mails. The variables are independent.

H_1: There is a relationship between level of education and opinions about entertainment of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.001) according to the table 84.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

85) Relationship testing between employment status and opinions about informative content of Web sites

H_0: There is no relationship between employment status and opinions about informative content of Web sites. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.407) according to the table 85.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

86) Relationship testing between employment status and opinions about informative content of blogs

H_0: There is no relationship between employment status and opinions about informative content of blogs. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of blogs. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 86.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

87) Relationship testing between employment status and opinions about informative content of Facebook

H_0: There is no relationship between employment status and opinions about informative content of Facebook. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 87.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

88) Relationship testing between employment status and opinions about informative content of Twitter

H_0: There is no relationship between employment status and opinions about informative content of Twitter. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 88.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

89) Relationship testing between employment status and opinions about informative content of Instagram

H_0: There is no relationship between employment status and opinions about informative content of Instagram. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.336) according to the table 89.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

90) Relationship testing between employment status and opinions about informative content of video hosting services

H_0: There is no relationship between employment status and opinions about informative content of video hosting services. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.073) according to the table 90.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

91) Relationship testing between employment status and opinions about informative content of e-mails

H_0: There is no relationship between employment status and opinions about informative content of e-mails. The variables are independent.

H_1: There is a relationship between employment status and opinions about informative content of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 91.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

92) Relationship testing between employment status and opinions about security of Web sites

H_0: There is no relationship between employment status and opinions about security of Web sites. The variables are independent.

H_1: There is a relationship between employment status and opinions about security of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.966) according to the table 92.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

93) Relationship testing between employment status and opinions about security of blogs

H_0: There is no relationship between employment status and opinions about security of blogs. The variables are independent.

H_1: There is a relationship between employment status and opinions about security of blogs. The variables are not independent.

Test at .05 level of significance; P value (.921) according to the table 93.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

94) Relationship testing between employment status and opinions about security of Facebook

H_0: There is no relationship between employment status and opinions about security of Facebook. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about security of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.030) according to the table 94.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

95) Relationship testing between employment status and opinions about security of Twitter

H$_0$: There is no relationship between employment status and opinions about security of Twitter. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about security of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.385) according to the table 95.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

96) Relationship testing between employment status and opinions about security of Instagram

H$_0$: There is no relationship between employment status and opinions about security of Instagram. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about security of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 96.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

97) Relationship testing between employment status and opinions about security of video hosting services

H$_0$: There is no relationship between employment status and opinions about security of video hosting services. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about security of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 97.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

98) Relationship testing between employment status and opinions about security of e-mails

H$_0$: There is no relationship between employment status and opinions about security of e-mails. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about security of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 98.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

99) Relationship testing between employment status and opinions about entertainment of Web sites

H$_0$: There is no relationship between employment status and opinions about entertainment of Web sites. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about entertainment of Web sites. The variables are not independent.

Test at .05 level of significance; P value (.338) according to the table 99.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

100) Relationship testing between employment status and opinions about entertainment of blogs

H$_0$: There is no relationship between employment status and opinions about entertainment of blogs. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about entertainment of blogs. The variables are not independent.

Test at .05 level of significance; P value (.646) according to the table 100.2 in the appendix

P value > Level of significance

H$_0$ hypothesis is true, H$_1$ hypothesis is rejected

There is no relationship between these two variables

101) Relationship testing between employment status and opinions about entertainment of Facebook

H$_0$: There is no relationship between employment status and opinions about entertainment of Facebook. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about entertainment of Facebook. The variables are not independent.

Test at .05 level of significance; P value (.029) according to the table 101.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

102) Relationship testing between employment status and opinions about entertainment of Twitter

H$_0$: There is no relationship between employment status and opinions about entertainment of Twitter. The variables are independent.

H$_1$: There is a relationship between employment status and opinions about entertainment of Twitter. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 102.2 in the appendix

P value < Level of significance

H$_1$ hypothesis is true, H$_0$ hypothesis is rejected

There is a relationship between these two variables

103) Relationship testing between employment status and opinions about entertainment of Instagram

H_0: There is no relationship between employment status and opinions about entertainment of Instagram. The variables are independent.

H_1: There is a relationship between employment status and opinions about entertainment of Instagram. The variables are not independent.

Test at .05 level of significance; P value (.121) according to the table 103.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

104) Relationship testing between employment status and opinions about entertainment of video hosting services

H_0: There is no relationship between employment status and opinions about entertainment of video hosting services. The variables are independent.

H_1: There is a relationship between employment status and opinions about entertainment of video hosting services. The variables are not independent.

Test at .05 level of significance; P value (.108) according to the table 104.2 in the appendix

P value > Level of significance

H_0 hypothesis is true, H_1 hypothesis is rejected

There is no relationship between these two variables

105) Relationship testing between employment status and opinions about entertainment of e-mails

H_0: There is no relationship between employment status and opinions about entertainment of e-mails. The variables are independent.

H_1: There is a relationship between employment status and opinions about entertainment of e-mails. The variables are not independent.

Test at .05 level of significance; P value (.000) according to the table 105.2 in the appendix

P value < Level of significance

H_1 hypothesis is true, H_0 hypothesis is rejected

There is a relationship between these two variables

5.4 Analysis of relationship testing results

 The Table of results is created in order to unite all the P-values, which were calculated using the program SPSS. It serves for the better understanding of the overall result and for the more accurate analysis, as the outcomes of Chi-square tests are shown in the several blocks of information. Those blocks represent factors that influence opinions about different online channels (informative content, security, entertainment) and social factors (age, gender, marital status, level of education, employment status).

Table 1: Table of results

		Age	Gender	Marital status	Level of education	Employ-ment status
Informative content	Web sites	.000	.972	.005	.017	407.
	Blogs	.649	.795	.571	.002	.000
	Facebook	.000	.240	.000	.000	.000
	Twitter	.000	.360	.024	.047	.000
	Instagram	.000	.629	.000	.001	.336
	Video hosting services	.000	.268	.005	.475	.073
	E-mails	.000	.073	.000	.003	.000
Security	Web sites	.017	.398	.954	.676	.966
	Blogs	.778	.792	.793	.301	.921
	Facebook	.000	.283	.060	.105	.030
	Twitter	.001	.860	.283	.170	.385
	Instagram	.000	.200	.000	.000	.000
	Video hosting services	.000	.363	.000	.000	.000
	E-mails	.000	.100	.001	.127	.000
Entertain-ment	Web sites	.000	.748	.003	.008	.338
	Blogs	.043	.689	.686	.032	.646
	Facebook	.000	.348	.001	.030	.029
	Twitter	.000	.148	.009	.002	.000
	Instagram	.000	.359	.002	.017	.121
	Video hosting services	.001	.310	.225	.678	.108
	E-mails	.000	.593	.000	.001	.000

Source: self-made table

It was found out that age highly influences the opinions about informative content, security and entertainment of different online marketing channels. It can be explained by the fact that when people are getting older their way of living changes followed by the change in the way of thinking, what also refers to the Internet and its components. Moreover different online marketing channels are oriented to the different age groups. For example, if we look at the three social networks that were examined in the given diploma thesis, we can say that Twitter is used by the older people than Instagram and Facebook, because Twitter has many accounts that provide the latest news, while Instagram and Facebook are more focused on the communication between young people.

Inversely proportional to age gender does not influence the attitudes towards online marketing channels. Results illustrate that gender differences have no impact on attitudes towards different promotional channels on the Internet. The results have shown that opinions about online channels of both genders are about the same.

The research has shown that there are fifteen out of twenty one positive relationships between marital status and the attitudes towards online promotional channels. Usually those people who are married do not need to create big and diverse social networks online, what changes the way they act on the Internet and more often limits the amount of time spent online. The results indicate that generally marital status has a positive impact on opinions about online marketing channels.

There were indicated fourteen out of twenty one existing relationships between level of education and opinions about online promotional channels, what means that about two thirds of the relationship tests are positive. The reality is that level of education influences the opinions about the Internet channels, because the amount of information that people possess is in direct proportion to the attitudes they have to the certain things.

According to the research, about half of the relationships between employment status and attitutes towards the variety of online marketing channels are positive and about half are negative. On the one hand people who work are more likely to use the Internet more often because their working environments are more flexible, what allows them to form the exact attitudes to the different promotional channels of the Internet. On the other hand working people can have a lack of time to surf the Internet. These contradictions do not allow to interpret the results precisely.

6. Conclusion

Since the day the Internet has become public, it has evolved as one of the most convenient and easily available media that help people to get connected to a huge amount of information. Obviously businesses took the advantage of it. As online information is so readily available, the Internet has become a potential driving force of the marketing. In today's world all companies should have a corporate presence on the Internet. Otherwise, people simply do not take an organization seriously.

To be able to choose the most effective combination of online marketing channels marketers need to understand the attitudes towards those channels, and also what makes an impact upon the attitudes. Social factors are very important in predicting people's attitudes towards the variety of online marketing channels. Companies who completely disregard the social factors when marketing are not successful in business. According to the results of the research when choosing the appropriate online marketing strategy marketers firstly should take into consideration age of the target audience, as the opinions about different online channels are completely dependent upon age. Secondly it is significant to think about marital status of people on whom the marketing is directed. Marital status is followed by level of education and employment status. The least important social factor that does not influence the attitudes towards online marketing channels is gender. If the companies are able to analyse these features, they will be in a better position to tailor the marketing strategies.

The results of the research can be fully or partially implemented into practice. It is important to note that the questionnaire was conducted with the usage of an online survey service. It is symbolic to ask questions about online marketing directly on the Internet. Respondents who give their feedback are supposed to be aware of the Internet features and trends. Thus, the results of the statistical analysis should be practically valuable.

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8. Appendix

1) **Table 1.1: Crosstabulation of age and opinions about informative content of Web sites**

		Informative content of Web sites			
		High level	Medium level	Low level	Total
Age	Less than 18	22	19	15	56
	18-29	80	77	7	164
	30-39	39	14	1	54
	40-49	14	4	0	18
	More than 50	4	3	1	8
Total		159	117	24	300

Source: self-made table

Table 1.2:Chi-Square tests of age and opinions about informative content of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.852[a]	8	.000
Likelihood Ratio	40.499	8	.000
Linear-by-Linear Association	17.686	1	.000
N of Valid Cases	300		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .64.
Source: self-made table

2) **Table 2.1: Crosstabulation of age and opinions about informative content of blogs**

		Informative content of blogs			
		High level	Medium level	Low level	Total
Age	Less than 18	23	15	18	56
	18-29	73	51	40	164
	30-39	26	15	13	54
	40-49	8	8	2	18
	More than 50	3	4	1	8
Total		133	93	74	300

Source: self-made table

Table 2.2: Chi-Square tests age and opinions about informative content of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.983[a]	8	.649
Likelihood Ratio	6.080	8	.638
Linear-by-Linear Association	1.342	1	.247
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.97.
Source: self-made table

3) **Table 3.1: Crosstabulation of age and opinions about informative content of Facebook**

		Informative content of Facebook			
		High level	Medium level	Low level	Total
Age	Less than 18	44	10	2	56
	18-29	85	59	20	164
	30-39	6	33	15	54
	40-49	4	3	11	18
	More than 50	1	2	5	8
Total		140	107	53	300

Source: self-made table

Table 3.2: Chi-Square tests of age and opinions about informative content of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.484[a]	8	.000

	Value	Df	Asymp. Sig. (2-sided)
Likelihood Ratio	86.920	8	.000
Linear-by-Linear Association	64.613	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.41.
Source: self-made table

4) Table 4.1: Crosstabulation of age and opinions about informative content of Twitter

		Informative content of Twitter			
		High level	Medium level	Low level	Total
Age	Less than 18	34	20	2	56
	18-29	88	60	16	164
	30-39	12	33	9	54
	40-49	4	9	5	18
	More than 50	1	1	6	8
Total		139	123	38	300

Source: self-made table

Table 4.2: Chi-Square tests of age and opinions about informative content of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.059[a]	8	.000
Likelihood Ratio	47.145	8	.000
Linear-by-Linear Association	36.979	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.01.
Source: self-made table

5) Table 5.1: Crosstabulation of age and opinions about informative content of Instagram

		Informative content of Instagram			
		High level	Medium level	Low level	Total
Age	Less than 18	17	19	20	56
	18-29	24	63	77	164
	30-39	1	18	35	54
	40-49	0	5	13	18
	More than 50	0	1	7	8
Total		42	106	152	300

Source: self-made table

Table 5.2: Chi-Square tests of age and opinions about informative content of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.930[a]	8	.000
Likelihood Ratio	35.195	8	.000
Linear-by-Linear Association	25.795	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.12.
Source: self-made table

6) Table 6.1: Crosstabulation of age and opinions about informative content of video hosting services

		Informative content of video hosting services			
		High level	Medium level	Low level	Total
Age	Less than 18	14	23	19	56
	18-29	32	74	58	164
	30-39	1	21	32	54
	40-49	0	5	13	18
	More than 50	0	1	7	8
Total		47	124	129	300

Source: self-made table

Table 6.2: Chi-Square tests of age and opinions about informative content of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.244[a]	8	.000
Likelihood Ratio	38.902	8	.000
Linear-by-Linear Association	26.186	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.25.
Source: self-made table

7) Table 7.1: Crosstabulation of age and opinions about informative content of e-mails

		Informative content of e-mails			
		High level	Medium level	Low level	Total
Age	Less than 18	4	21	31	56
	18-29	20	100	44	164
	30-39	10	32	12	54
	40-49	10	8	0	18
	More than 50	5	3	0	8
Total		49	164	87	300

Source: self-made table

Table 7.2: Chi-Square tests of age and opinions about informative content of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.440[a]	8	.000
Likelihood Ratio	54.561	8	.000
Linear-by-Linear Association	42.578	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.31.
Source: self-made table

8) Table 8.1: Crosstabulation of age and opinions about security of Web sites

		Security of Web sites			
		High level	Medium level	Low level	Total
Age	Less than 18	37	19	0	56
	18-29	114	50	0	164
	30-39	40	14	0	54
	40-49	9	8	1	18
	More than 50	6	2	0	8
Total		206	93	1	300

Source: self-made table

Table 8.2: Chi-Square tests of age and opinions about security of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.688[a]	8	.017
Likelihood Ratio	8.642	8	.373
Linear-by-Linear Association	.128	1	.721
N of Valid Cases	300		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .03.
Source: self-made table

9) Table 9.1: Crosstabulation of age and opinions about security of blogs

		Security of blogs			
		High level	Medium level	Low level	Total
Age	Less than 18	30	25	1	56
	18-29	83	78	3	164
	30-39	26	28	0	54
	40-49	6	11	1	18
	More than 50	4	4	0	8
Total		149	146	5	300

Source: self-made table

Table 9.2: Chi-Square tests age and opinions about security of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.807[a]	8	.778
Likelihood Ratio	5.297	8	.725
Linear-by-Linear Association	1.134	1	.287
N of Valid Cases	300		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .13.
Source: self-made table

10) **Table 10.1: Crosstabulation of age and opinions about security of Facebook**

		Security of Facebook			
		High level	Medium level	Low level	Total
Age	Less than 18	16	27	13	56
	18-29	53	71	40	164
	30-39	0	29	25	54
	40-49	0	8	10	18
	More than 50	0	1	7	8
Total		69	136	95	300

Source: self-made table

Table 10.2: Chi-Square tests of age and opinions about security of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.113[a]	8	.000
Likelihood Ratio	62.215	8	.000
Linear-by-Linear Association	31.161	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.84.
Source: self-made table

11) **Table 11.1: Crosstabulation of age and opinions about security of Twitter**

		Security of Twitter			
		high level	medium level	low level	Total
Age	Less than 18	15	29	12	56
	18-29	63	69	32	164
	30-39	9	28	17	54
	40-49	1	8	9	18
	More than 50	0	3	5	8
Total		88	137	75	300

Source: self-made table

Table 11.2: Chi-Square tests of age and opinions about security of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.171[a]	8	.001
Likelihood Ratio	29.151	8	.000
Linear-by-Linear Association	15.023	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is2.00.
Source: self-made table

12) **Table 12.1: Crosstabulation of age and opinions about security of Instagram**

		Security of Instagram			
		High level	Medium level	Low level	Total
Age	Less than 18	33	11	12	56
	18-29	42	64	58	164
	30-39	4	21	29	54
	40-49	0	3	15	18

	More than 50	1	1	6	8
Total		80	100	120	300

Source: self-made table

Table 12.2: Chi-Square tests of age and opinions about security of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.768[a]	8	.000
Likelihood Ratio	63.454	8	.000
Linear-by-Linear Association	43.863	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 2.13.
Source: self-made table

13) **Table 13.1: Crosstabulation of age and opinions about security of video hosting services**

		Security of video hosting services			
		High level	Medium level	Low level	Total
Age	Less than 18	46	7	3	56
	18-29	108	43	13	164
	30-39	19	23	12	54
	40-49	1	11	6	18
	More than 50	0	4	4	8
Total		174	88	38	300

Source: self-made table

Table 13.2: Chi-Square tests of age and opinions about security of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.979[a]	8	.000
Likelihood Ratio	70.476	8	.000
Linear-by-Linear Association	58.202	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.01.
Source: self-made table

14) **Table 14.1: Crosstabulation of age and opinions about security of e-mails**

		Security of e-mails			
		High level	Medium level	Low level	Total
Age	Less than 18	0	14	42	56
	18-29	7	89	68	164
	30-39	3	31	20	54
	40-49	9	3	6	18
	More than 50	2	5	1	8
Total		21	142	137	300

Source: self-made table

Table 14.2: Chi-Square tests of age and opinions about security of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.361[a]	8	.000
Likelihood Ratio	60.908	8	.000
Linear-by-Linear Association	34.656	1	.000
N of Valid Cases	300		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .56.
Source: self-made table

15) **Table 15.1: Crosstabulation of age and entertainment of Web sites**

		Entertainment of Web sites			
		High level	Medium level	Low level	Total
Age	Less than 18	29	16	11	56

	18-29	100	59	5	164
	30-39	39	12	3	54
	40-49	17	1	0	18
	More than 50	3	4	1	8
Total		188	92	20	300

Source: self-made table

Table 15.2: Chi-Square tests of age and entertainment of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.220[a]	8	.000
Likelihood Ratio	30.855	8	.000
Linear-by-Linear Association	7.041	1	.008
N of Valid Cases	300		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .53.
Source: self-made table

16) **Table 16.1: Crosstabulation of age and entertainment of search blogs**

		Entertainment of blogs			
		High level	Medium level	Low level	Total
Age	Less than 18	25	20	11	56
	18-29	79	76	9	164
	30-39	30	21	3	54
	40-49	11	4	3	18
	More than 50	3	4	1	8
Total		148	125	27	300

Source: self-made table

Table 16.2: Chi-Square tests of age and entertainment of search blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.947[a]	8	.043
Likelihood Ratio	14.683	8	.066
Linear-by-Linear Association	1.315	1	.252
N of Valid Cases	300		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .72.
Source: self-made table

17) **Table 17.1: Crosstabulation of age and entertainment of Facebook**

		Entertainment of Facebook			
		High level	Medium level	Low level	Total
Age	Less than 18	47	7	2	56
	18-29	116	45	3	164
	30-39	26	24	4	54
	40-49	6	3	9	18
	More than 50	5	0	3	8
Total		200	79	21	300

Source: self-made table

Table 17.2: Chi-Square tests of age and entertainment of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.720[a]	8	.000
Likelihood Ratio	60.310	8	.000
Linear-by-Linear Association	35.788	1	.000
N of Valid Cases	300		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .56.
Source: self-made table

18) **Table 18.1: Crosstabulation of age and entertainment of Twitter**

	Entertainment of Twitter		Total

		High level	Medium level	Low level	
Age	Less than 18	37	19	0	56
	18-29	77	75	12	164
	30-39	18	33	3	54
	40-49	3	8	7	18
	More than 50	1	1	6	8
Total		136	136	28	300

Source: self-made table

Table 18.2: Chi-Square tests of age and entertainment of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.346[a]	8	.000
Likelihood Ratio	56.776	8	.000
Linear-by-Linear Association	42.720	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .75.
Source: self-made table

19) **Table 19.1: Crosstabulation of age and entertainment of Instagram**

		Entertainment of Instagram			
		High level	Medium level	Low level	Total
Age	Less than 18	46	10	0	56
	18-29	78	65	21	164
	30-39	23	18	13	54
	40-49	6	7	5	18
	More than 50	3	4	1	8
Total		156	104	40	300

Source: self-made table

Table 19.2: Chi-Square tests of age and entertainment of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.244[a]	8	.000
Likelihood Ratio	39.809	8	.000
Linear-by-Linear Association	20.719	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is1.07.
Source: self-made table

20) **Table 20.1: Crosstabulation of age and entertainment of video hosting services**

		Entertainment of video hosting services			
		High level	Medium level	Low level	Total
Age	Less than 18	38	16	2	56
	18-29	99	55	10	164
	30-39	23	26	5	54
	40-49	6	6	6	18
	More than 50	4	2	2	8
Total		170	105	25	300

Source: self-made table

Table 20.2: Chi-Square tests of age and entertainment of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.715[a]	8	.001
Likelihood Ratio	21.623	8	.006
Linear-by-Linear Association	15.800	1	.000
N of Valid Cases	300		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .67.
Source: self-made table

21) **Table 21.1: Crosstabulation of age and entertainment of e-mails**

| | | Entertainment of e-mails | | | |
		High level	Medium level	Low level	Total
Age	Less than 18	2	17	37	56
	18-29	14	97	53	164
	30-39	10	36	8	54
	40-49	3	14	1	18
	More than 50	2	5	1	8
Total		31	169	100	300

Source: self-made table

Table 21.2: Chi-Square tests of age and entertainment of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.161[a]	8	.000
Likelihood Ratio	47.929	8	.000
Linear-by-Linear Association	35.170	1	.000
N of Valid Cases	300		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .83.
Source: self-made table

22) **Table 22.1: Crosstabulation of gender and opinions about informative content of Web sites**

| | | Informative content of Web sites | | | |
		High level	Medium level	Low level	Total
Gender	Man	77	56	11	144
	Woman	82	61	13	156
Total		159	117	24	300

Source: self-made table

Table 22.2: Chi-Square tests of gender and opinions about informative content of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.058[a]	2	.972
Likelihood Ratio	.058	2	.972
Linear-by-Linear Association	.047	1	.828
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is11.52.
Source: self-made table

23) **Table 23.1: Crosstabulation of gender and opinions about informative content of blogs**

| | | Informative content of blogs | | | |
		High level	Medium level	Low level	Total
Gender	Man	65	42	37	144
	Woman	68	51	37	156
Total		133	93	74	300

Source: self-made table

Table 23.2: Chi-Square tests of gender and opinions about informative content of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.459[a]	2	.795
Likelihood Ratio	.460	2	.795
Linear-by-Linear Association	.002	1	.964
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is35.52.
Source: self-made table

24) **Table 24.1: Crosstabulation of gender and opinions about informative content of Facebook**

| | | Informative content of Facebook | | | |
		High level	Medium level	Low level	Total
Gender	Man	74	45	25	144

	Woman	66	62	28	156
Total		140	107	53	300

Source: self-made table

Table 24.2: Chi-Square tests of gender and opinions about informative content of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.852[a]	2	.240
Likelihood Ratio	2.860	2	.239
Linear-by-Linear Association	1.248	1	.264
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is25.44.
Source: self-made table

25) **Table 25.1: Crosstabulation of gender and opinions about informative content of Twitter**

		Informative content of Twitter			
		High level	Medium level	Low level	Total
Gender	Man	72	57	15	144
	Woman	67	66	23	156
Total		139	123	38	300

Source: self-made table

Table 25.2: Chi-Square tests of gender and opinions about informative content of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.046[a]	2	.360
Likelihood Ratio	2.056	2	.358
Linear-by-Linear Association	2.027	1	.155
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is18.24.
Source: self-made table

26) **Table 26.1: Crosstabulation of gender and opinions about informative content of Instagram**

		Informative content of Instagram			
		High level	Medium level	Low level	Total
Gender	Man	23	49	72	144
	Woman	19	57	80	156
Total		42	106	152	300

Source: self-made table

Table 26.2: Chi-Square tests of gender and opinions about informative content of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.927[a]	2	.629
Likelihood Ratio	.927	2	.629
Linear-by-Linear Association	.375	1	.540
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is20.16.
Source: self-made table

27) **Table 27.1: Crosstabulation of gender and opinions about informative content of video hosting services**

		Informative content of video hosting services			
		High level	Medium level	Low level	Total
Gender	Man	24	65	55	144
	Woman	23	59	74	156
Total		47	124	129	300

Source: self-made table

Table 27.2: Chi-Square tests of gender and opinions about informative content of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.634[a]	2	.268
Likelihood Ratio	2.640	2	.267

	Value	Df	Asymp. Sig. (2-sided)
Linear-by-Linear Association	1.817	1	.178
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is22.56.
Source: self-made table

28) Table 28.1: Crosstabulation of gender and opinions about informative content of e-mails

		Informative content of e-mails			
		High level	Medium level	Low level	Total
Gender	Man	26	69	49	144
	Woman	23	95	38	156
Total		49	164	87	300

Source: self-made table

Table 28.2: Chi-Square tests of gender and opinions about informative content of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.225[a]	2	.073
Likelihood Ratio	5.238	2	.073
Linear-by-Linear Association	.690	1	.406
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is23.52.
Source: self-made table

29) Table 29.1: Crosstabulation of gender and opinions about security of Web sites

		Security of Web sites			
		High level	Medium level	Low level	Total
Gender	Man	102	41	1	144
	Woman	104	52	0	156
Total		206	93	1	300

Source: self-made table

Table 29.2: Chi-Square tests of gender and opinions about security of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.843[a]	2	.398
Likelihood Ratio	2.230	2	.328
Linear-by-Linear Association	.403	1	.525
N of Valid Cases	300		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .48.
Source: self-made table

30) Table 30.1: Crosstabulation of gender and opinions about security of blogs

		Security of blogs			
		High level	Medium level	Low level	Total
Gender	Man	73	68	3	144
	Woman	76	78	2	156
Total		149	146	5	300

Source: self-made table

Table 30.2: Chi-Square tests of gender and opinions about security of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.466[a]	2	.792
Likelihood Ratio	.467	2	.792
Linear-by-Linear Association	.036	1	.849
N of Valid Cases	300		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is2.40.
Source: self-made table

31) Table 31.1: Crosstabulation of gender and opinions about security of Facebook

	Security of Facebook			
	High level	Medium level	Low level	Total

Gender	Man	31	61	52	144
	Woman	38	75	43	156
Total		69	136	95	300

Source: self-made table

Table 31.2: Chi-Square tests of gender and opinions about security of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.528[a]	2	.283
Likelihood Ratio	2.529	2	.282
Linear-by-Linear Association	1.792	1	.181
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is33.12.
Source: self-made table

32) **Table 32.1: Crosstabulation of gender and opinions about security of Twitter**

		Security of Twitter			
		High level	Medium level	Low level	Total
Gender	Man	41	65	38	144
	Woman	47	72	37	156
Total		88	137	75	300

Source: self-made table

Table 32.2: Chi-Square tests of gender and opinions about security of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.301[a]	2	.860
Likelihood Ratio	.300	2	.861
Linear-by-Linear Association	.258	1	.611
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is36.00.
Source: self-made table

33) **Table 33.1: Crosstabulation of gender and opinions about security of Instagram**

		Security of Instagram			
		High level	Medium level	Low level	Total
Gender	Man	43	41	60	144
	Woman	37	59	60	156
Total		80	100	120	300

Source: self-made table

Table 33.2: Chi-Square tests of gender and opinions about security of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.215[a]	2	.200
Likelihood Ratio	3.228	2	.199
Linear-by-Linear Association	.099	1	.753
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is38.40.
Source: self-made table

34) **Table 34.1: Crosstabulation of gender and opinions about security of video hosting services**

		Security of video hosting services			
		High level	Medium level	Low level	Total
Gender	Man	89	40	15	144
	Woman	85	48	23	156
Total		174	88	38	300

Source: self-made table

Table 34.2: Chi-Square tests of gender and opinions about security of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.027[a]	2	.363

	Value	Df	Asymp. Sig. (2-sided)
Likelihood Ratio	2.037	2	.361
Linear-by-Linear Association	2.020	1	.155
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is18.24.
Source: self-made table

35) **Table 35.1: Crosstabulation of gender and opinions about security of e-mails**

		Security of e-mails			
		High level	Medium level	Low level	Total
Gender	Man	9	60	75	144
	Woman	12	82	62	156
Total		21	142	137	300

Source: self-made table

Table 35.2: Chi-Square tests of gender and opinions about security of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.598[a]	2	.100
Likelihood Ratio	4.608	2	.100
Linear-by-Linear Association	3.759	1	.053
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is10.08.
Source: self-made table

36) **Table 36.1: Crosstabulation of gender and opinions about entertainment of Web sites**

		Entertainment of Web sites			
		High level	Medium level	Low level	Total
Gender	Man	92	44	8	144
	Woman	96	48	12	156
Total		188	92	20	300

Source: self-made table

Table 36.2: Chi-Square tests of gender and opinions about entertainment of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.580[a]	2	.748
Likelihood Ratio	.584	2	.747
Linear-by-Linear Association	.396	1	.529
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is9.60.
Source: self-made table

37) **Table 37.1: Crosstabulation of gender and opinions about entertainment of blogs**

		Entertainment of blogs			
		High level	Medium level	Low level	Total
Gender	Man	71	58	15	144
	Woman	77	67	12	156
Total		148	125	27	300

Source: self-made table

Table 37.2: Chi-Square tests of gender and opinions about entertainment of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.746[a]	2	.689
Likelihood Ratio	.746	2	.689
Linear-by-Linear Association	.137	1	.711
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is12.96.
Source: self-made table

38) **Table 38.1: Crosstabulation of gender and opinions about entertainment of Facebook**

	Entertainment of Facebook	Total

		High level	Medium level	Low level	
Gender	Man	99	33	12	144
	Woman	101	46	9	156
Total		200	79	21	300

Source: self-made table

Table 38.2: Chi-Square tests of gender and opinions about entertainment of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.111[a]	2	.348
Likelihood Ratio	2.119	2	.347
Linear-by-Linear Association	.041	1	.840
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is10.08.
Source: self-made table

39) **Table 39.1: Crosstabulation of gender and opinions about entertainment of Twitter**

		Entertainment of Twitter			
		High level	Medium level	Low level	Total
Gender	Man	73	57	14	144
	Woman	63	79	14	156
Total		136	136	28	300

Source: self-made table

Table 39.2: Chi-Square tests of gender and opinions about entertainment of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.820[a]	2	.148
Likelihood Ratio	3.830	2	.147
Linear-by-Linear Association	1.636	1	.201
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is13.44.
Source: self-made table

40) **Table 40.1: Crosstabulation of gender and opinions about entertainment of Instagram**

		Entertainment of Instagram			
		High level	Medium level	Low level	Total
Gender	Man	77	52	15	144
	Woman	79	52	25	156
Total		156	104	40	300

Source: self-made table

Table 40.2: Chi-Square tests of gender and opinions about entertainment of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.049[a]	2	.359
Likelihood Ratio	2.072	2	.355
Linear-by-Linear Association	1.055	1	.304
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is19.20.
Source: self-made table

41) **Table 41.1: Crosstabulation of gender and opinions about entertainment of video hoting services**

		Entertainment of video hosting services			
		High level	Medium level	Low level	Total
Gender	Man	88	46	10	144
	Woman	82	59	15	156
Total		170	105	25	300

Source: self-made table

Table 41.2: Chi-Square tests of gender and opinions about entertainment of video hoting services

	Value	Df	Asymp. Sig. (2-sided)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.345[a]	2	.310
Likelihood Ratio	2.352	2	.308
Linear-by-Linear Association	2.256	1	.133
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is12.00.
Source: self-made table

42) **Table 42.1: Crosstabulation of gender and opinions about entertainment of e-mails**

		Entertainment of e-mails			
		High level	Medium level	Low level	Total
Gender	Man	15	77	52	144
	Woman	16	92	48	156
Total		31	169	100	300

Source: self-made table

Table 42.2: Chi-Square tests of gender and opinions about entertainment of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.045[a]	2	.593
Likelihood Ratio	1.045	2	.593
Linear-by-Linear Association	.522	1	.470
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is14.88.
Source: self-made table

43) **Table 43.1: Crosstabulation of marital status and opinions about informative content of Web sites**

		Informative content of Web sites			
		High level	Medium level	Low level	Total
Marital status	Single, never married	40	40	16	96
	Married	79	48	4	131
	Divorced	10	8	2	20
	Domestic partnership	30	21	2	53
Total		159	117	24	300

Source: self-made table

Table 43.2: Chi-Square tests of marital status and opinions about informative content of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.485[a]	6	.005
Likelihood Ratio	17.978	6	.006
Linear-by-Linear Association	3.481	1	.062
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.60.
Source: self-made table

44) **Table 44.1: Crosstabulation of marital status and opinions about informative content of blogs**

		Informative content of blogs			
		High level	Medium level	Low level	Total
Marital status	Single, never married	40	29	27	96
	Married	63	41	27	131
	Divorced	7	9	4	20
	Domestic partnership	23	14	16	53
Total		133	93	74	300

Source: self-made table

Table 44.2: Chi-Square tests of marital status and opinions about informative content of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.793[a]	6	.571
Likelihood Ratio	4.679	6	.586
Linear-by-Linear Association	.097	1	.755
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is4.93.
Source: self-made table

45) **Table 45.1: Crosstabulation of marital status and opinions about informative content of** Facebook

		Informative content of Facebook			
		High level	Medium level	Low level	Total
Marital status	Single, never married	69	22	5	96
	Married	42	56	33	131
	Divorced	7	9	4	20
	Domestic partnership	22	20	11	53
Total		140	107	53	300

Source: self-made table

Table 45.2: Chi-Square tests of marital status and opinions about informative content of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.695[a]	6	.000
Likelihood Ratio	41.889	6	.000
Linear-by-Linear Association	8.687	1	.003
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is3.53.
Source: self-made table

46) **Table 46.1: Crosstabulation of marital status and opinions about informative content of Twitter**

		Informative content of Twitter			
		High level	Medium level	Low level	Total
Marital status	Single, never married	54	35	7	96
	Married	50	56	25	131
	Divorced	7	10	3	20
	Domestic partnership	28	22	3	53
Total		139	123	38	300

Source: self-made table

Table 46.2: Chi-Square tests of marital status and opinions about informative content of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.528[a]	6	.024
Likelihood Ratio	14.895	6	.021
Linear-by-Linear Association	.006	1	.939
N of Valid Cases	300		

a. 1 cell (8.3%) have expected count less than 5. The minimum expected count is2.53.
Source: self-made table

47) **Table 47.1: Crosstabulation of marital status and opinions about informative content of Instagram**

		Informative content of Instagram			
		High level	Medium level	Low level	Total
Marital status	Single, never married	25	36	35	96
	Married	9	40	82	131
	Divorced	2	10	8	20
	Domestic partnership	6	20	27	53
Total		42	106	152	300

Source: self-made table

Table 47.2: Chi-Square tests of marital status and opinions about informative content of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.440[a]	6	.000
Likelihood Ratio	24.655	6	.000
Linear-by-Linear Association	2.336	1	.126
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is2.80.
Source: self-made table

48) Table 48.1: Crosstabulation of marital status and opinions about informative content of video hosting services

		Informative content of video hosting services			
		High level	Medium level	Low level	Total
Marital status	Single, never married	21	39	36	96
	Married	12	52	67	131
	Divorced	0	10	10	20
	Domestic partnership	14	23	16	53
Total		47	124	129	300

Source: self-made table

Table 48.2: Chi-Square tests of marital status and opinions about informative content of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.405[a]	6	.005
Likelihood Ratio	21.347	6	.002
Linear-by-Linear Association	.927	1	.336
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 3.13.
Source: self-made table

49) Table 49.1: Crosstabulation of marital status and opinions about informative content of e-mails

		Informative content of e-mails			
		High level	Medium level	Low level	Total
Marital status	Single, never married	7	45	44	96
	Married	34	72	25	131
	Divorced	1	12	7	20
	Domestic partnership	7	35	11	53
Total		49	164	87	300

Source: self-made table

Table 49.2: Chi-Square tests of marital status and opinions about informative content of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.857[a]	6	.000
Likelihood Ratio	31.889	6	.000
Linear-by-Linear Association	2.504	1	.114
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 3.27.
Source: self-made table

50) Table 50.1: Crosstabulation of marital status and opinions about security of Web sites

		Security of Web sites			
		High level	Medium level	Low level	Total
Marital status	Single, never married	68	28	0	96
	Married	88	42	1	131
	Divorced	14	6	0	20
	Domestic partnership	36	17	0	53
Total		206	93	1	300

Source: self-made table

Table 50.2: Chi-Square tests of marital status and opinions about security of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.585[a]	6	.954
Likelihood Ratio	1.954	6	.924
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	300		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .07.
Source: self-made table

51) Table 51.1: Crosstabulation of marital status and opinions about security of blogs

		Security of blogs			
		High level	Medium level	Low level	Total
Marital status	Single, never married	53	42	1	96
	Married	59	69	3	131
	Divorced	11	9	0	20
	Domestic partnership	26	26	1	53
Total		149	146	5	300

Source: self-made table

Table 51.2: Chi-Square tests of marital status and opinions about security of blogs

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.122[a]	6	.793
Likelihood Ratio	3.458	6	.750
Linear-by-Linear Association	.112	1	.737
N of Valid Cases	300		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .33.
Source: self-made table

52) **Table 52.1: Crosstabulation of marital status and opinions about security of Facebook**

		Security of Facebook			
		High level	Medium level	Low level	Total
Marital status	Single, never married	30	47	19	96
	Married	23	56	52	131
	Divorced	4	9	7	20
	Domestic partnership	12	24	17	53
Total		69	136	95	300

Source: self-made table

Table 52.2: Chi-Square tests of marital status and opinions about security of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.095[a]	6	.060
Likelihood Ratio	12.420	6	.053
Linear-by-Linear Association	1.593	1	.207
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 4.60.
Source: self-made table

53) **Table 53.1: Crosstabulation of marital status and opinions about security of Twitter**

		Security of Twitter			
		High level	Medium level	Low level	Total
Marital status	Single, never married	33	47	16	96
	Married	34	58	39	131
	Divorced	8	7	5	20
	Domestic partnership	13	25	15	53
Total		88	137	75	300

Source: self-made table

Table 53.2: Chi-Square tests of marital status and opinions about security of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.433[a]	6	.283
Likelihood Ratio	7.674	6	.263
Linear-by-Linear Association	1.373	1	.241
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00.
Source: self-made table

54) **Table 54.1: Crosstabulation of marital status and opinions about security of Instagram**

	Security of Instagram	Total

		High level	Medium level	Low level	
Marital status	Single, never married	47	26	23	96
	Married	20	41	70	131
	Divorced	6	9	5	20
	Domestic partnership	7	24	22	53
Total		80	100	120	300

Source: self-made table

Table 54.2: Chi-Square tests of marital status and opinions about security of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.574[a]	6	.000
Likelihood Ratio	44.416	6	.000
Linear-by-Linear Association	7.056	1	.008
N of Valid Cases	300		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.33.
Source: self-made table

55) **Table 55.1: Crosstabulation of marital status and opinions about security of video hosting services**

		Security of video hosting services			
		High level	Medium level	Low level	Total
Marital status	Single, never married	69	22	5	96
	Married	58	49	24	131
	Divorced	9	6	5	20
	Domestic partnership	38	11	4	53
Total		174	88	38	300

Source: self-made table

Table 55.2: Chi-Square tests of marital status and opinions about security of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.349[a]	6	.000
Likelihood Ratio	26.923	6	.000
Linear-by-Linear Association	.002	1	.969
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 2.53.
Source: self-made table

56) **Table 56.1: Crosstabulation of marital status and opinions about security of e-mails**

		Security of e-mails			
		High level	Medium level	Low level	Total
Marital status	Single, never married	1	37	58	96
	Married	16	69	46	131
	Divorced	2	8	10	20
	Domestic partnership	2	28	23	53
Total		21	142	137	300

Source: self-made table

Table 56.2: Chi-Square tests of marital status and opinions about security of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.833[a]	6	.001
Likelihood Ratio	23.721	6	.001
Linear-by-Linear Association	1.360	1	.244
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.40.
Source: self-made table

57) **Table 57.1: Crosstabulation of marital status and opinions about entertainment of Web sites**

		Entertainment of Web sites			
		High level	Medium level	Low level	Total

Marital status	Single, never married	53	28	15	96
	Married	87	40	4	131
	Divorced	15	5	0	20
	Domestic partnership	33	19	1	53
Total		188	92	20	300

Source: self-made table

Table 57.2: Chi-Square tests of marital status and opinions about entertainment of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.648[a]	6	.003
Likelihood Ratio	19.151	6	.004
Linear-by-Linear Association	3.907	1	.048
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.33.
Source: self-made table

58) **Table 58.1: Crosstabulation of marital status and opinions about entertainment of blogs**

		Entertainment of blogs			
		High level	Medium level	Low level	Total
Marital status	Single, never married	45	38	13	96
	Married	65	56	10	131
	Divorced	10	9	1	20
	Domestic partnership	28	22	3	53
Total		148	125	27	300

Source: self-made table

Table 58.2: Chi-Square tests of marital status and opinions about entertainment of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.928[a]	6	.686
Likelihood Ratio	3.813	6	.702
Linear-by-Linear Association	1.452	1	.228
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.80.
Source: self-made table

59) **Table 59.1: Crosstabulation of marital status and opinions about entertainment of Facebook**

		Entertainment of Facebook			
		High level	Medium level	Low level	Total
Marital status	Single, never married	77	16	3	96
	Married	73	41	17	131
	Divorced	12	8	0	20
	Domestic partnership	38	14	1	53
Total		200	79	21	300

Source: self-made table

Table 59.2: Chi-Square tests of marital status and opinions about entertainment of Facebook

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.504[a]	6	.001
Likelihood Ratio	25.132	6	.000
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.40.
Source: self-made table

60) **Table 60.1: Crosstabulation of marital status and opinions about entertainment of Twitter**

		Entertainment of Twitter			
		High level	Medium level	Low level	Total
Marital status	Single, never married	55	38	3	96

	Married	47	66	18	131
	Divorced	6	11	3	20
	Domestic partnership	28	21	4	53
Total		136	136	28	300

Source: self-made table

Table 60.2: Chi-Square tests of marital status and opinions about entertainment of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.096[a]	6	.009
Likelihood Ratio	18.112	6	.006
Linear-by-Linear Association	.475	1	.491
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.87.
Source: self-made table

61) **Table 61.1: Crosstabulation of marital status and opinions about entertainment of Instagram**

		Entertainment of Instagram			
		High level	Medium level	Low level	Total
Marital status	Single, never married	66	24	6	96
	Married	59	49	23	131
	Divorced	12	5	3	20
	Domestic partnership	19	26	8	53
Total		156	104	40	300

Source: self-made table

Table 61.2: Chi-Square tests of marital status and opinions about entertainment of Instagram

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.412[a]	6	.002
Likelihood Ratio	22.001	6	.001
Linear-by-Linear Association	7.636	1	.006
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is2.67.
Source: self-made table

62) **Table 62.1: Crosstabulation of marital status and opinions about entertainment of video hosting services**

		Entertainment of video hosting services			
		High level	Medium level	Low level	Total
Marital status	Single, never married	57	33	6	96
	Married	66	50	15	131
	Divorced	10	9	1	20
	Domestic partnership	37	13	3	53
Total		170	105	25	300

Source: self-made table

Table 62.2: Chi-Square tests of marital status and opinions about entertainment of video hosting services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.177[a]	6	.225
Likelihood Ratio	8.232	6	.222
Linear-by-Linear Association	1.431	1	.232
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.67.
Source: self-made table

63) **Table 63.1: Crosstabulation of marital status and opinions about entertainment of e-mails**

		Entertainment of e-mails			
		High level	Medium level	Low level	Total
Marital status	Single, never married	3	42	51	96
	Married	22	83	26	131

	Divorced	1	14	5	20
	Domestic partnership	5	30	18	53
Total		31	169	100	300

Source: self-made table

Table 63.2: Chi-Square tests of marital status and opinions about entertainment of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.072[a]	6	.000
Likelihood Ratio	34.850	6	.000
Linear-by-Linear Association	2.563	1	.109
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 2.07.
Source: self-made table

64) **Table 64.1: Crosstabulation of education and opinions about informative content of Web sites**

		Informative content of Web sites			
		High level	Medium level	Low level	Total
Education	No degree	10	5	3	18
	High school degree	41	34	13	88
	Bachelor's degree	65	57	5	127
	Master's degree	43	21	3	67
Total		159	117	24	300

Source: self-made table

Table 64.2: Chi-Square tests of education and opinions about informative content of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.477[a]	6	.017
Likelihood Ratio	14.875	6	.021
Linear-by-Linear Association	6.328	1	.012
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 1.44.
Source: self-made table

65) **Table 65.1: Crosstabulation of education and opinions about informative content of blogs**

		Informative content of blogs			
		High level	Medium level	Low level	Total
Education	No degree	3	6	9	18
	High school degree	35	26	27	88
	Bachelor's degree	56	38	33	127
	Master's degree	39	23	5	67
Total		133	93	74	300

Source: self-made table

Table 65.2: Chi-Square tests of education and opinions about informative content of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.914[a]	6	.002
Likelihood Ratio	23.518	6	.001
Linear-by-Linear Association	17.142	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 4.44.
Source: self-made table

66) **Table 66.1: Crosstabulation of education and opinions about informative content of Facebook**

		Informative content of Facebook			
		High level	Medium level	Low level	Total
Education	No degree	13	3	2	18
	High school degree	57	22	9	88
	Bachelor's degree	54	51	22	127

	Master's degree	16	31	20	67
Total		140	107	53	300

Source: self-made table

Table 66.2: Chi-Square tests of education and opinions about informative content of Facebook

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.915[a]	6	.000
Likelihood Ratio	33.695	6	.000
Linear-by-Linear Association	27.230	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is3.18.
Source: self-made table

67) **Table 67.1: Crosstabulation of education and opinions about informative content of Twitter**

		Informative content of Twitter			
		High level	Medium level	Low level	Total
Education	No degree	7	10	1	18
	High school degree	52	31	5	88
	Bachelor's degree	54	53	20	127
	Master's degree	26	29	12	67
Total		139	123	38	300

Source: self-made table

Table 67.2: Chi-Square tests of education and opinions about informative content of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.786[a]	6	.047
Likelihood Ratio	13.393	6	.037
Linear-by-Linear Association	6.444	1	.011
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is2.28.
Source: self-made table

68) **Table 68.1: Crosstabulation of education and opinions about informative content of Instagram**

		Informative content of Instagram			
		High level	Medium level	Low level	Total
Education	No degree	7	5	6	18
	High school degree	15	36	37	88
	Bachelor's degree	12	51	64	127
	Master's degree	8	14	45	67
Total		42	106	152	300

Source: self-made table

Table 68.2: Chi-Square tests of education and opinions about informative content of Instagram

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.443[a]	6	.001
Likelihood Ratio	20.566	6	.002
Linear-by-Linear Association	12.929	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is2.52.
Source: self-made table

69) **Table 69.1: Crosstabulation of education and opinions about informative content of video hosting services**

		Informative content of video hosting services			
		High level	Medium level	Low level	Total
Education	No degree	5	7	6	18
	High school degree	15	39	34	88
	Bachelor's degree	20	53	54	127
	Master's degree	7	25	35	67

Total	47	124	129	300

Source: self-made table

Table 69.2: Chi-Square tests of education and opinions about informative content of video hosting services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.558[a]	6	.475
Likelihood Ratio	5.359	6	.499
Linear-by-Linear Association	4.592	1	.032
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 2.82.
Source: self-made table

70) **Table 70.1: Crosstabulation of education and opinions about informative content of e-mails**

		Informative content of e-mails			
		High level	Medium level	Low level	Total
Education	No degree	2	8	8	18
	High school degree	9	43	36	88
	Bachelor's degree	19	80	28	127
	Master's degree	19	33	15	67
Total		49	164	87	300

Source: self-made table

Table 70.2: Chi-Square tests of education and opinions about informative content of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.154[a]	6	.003
Likelihood Ratio	18.987	6	.004
Linear-by-Linear Association	13.498	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 2.94.
Source: self-made table

71) **Table 71.1: Crosstabulation of education and opinions about security of Web sites**

		Security of Web sites			
		High level	Medium level	Low level	Total
Education	No degree	10	8	0	18
	High school degree	65	23	0	88
	Bachelor's degree	86	40	1	127
	Master's degree	45	22	0	67
Total		206	93	1	300

Source: self-made table

Table 71.2: Chi-Square tests of education and opinions about security of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.002[a]	6	.676
Likelihood Ratio	4.293	6	.637
Linear-by-Linear Association	.023	1	.880
N of Valid Cases	300		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .06.
Source: self-made table

72) **Table 72.1: Crosstabulation of education and opinions about security of blogs**

		Security of blogs			
		High level	Medium level	Low level	Total
Education	No degree	8	9	1	18
	High school degree	53	34	1	88
	Bachelor's degree	58	67	2	127
	Master's degree	30	36	1	67
Total		149	146	5	300

Table 72.2: Chi-Square tests of education and opinions about security of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.222[a]	6	.301
Likelihood Ratio	6.632	6	.356
Linear-by-Linear Association	1.514	1	.218
N of Valid Cases	300		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .30.
Source: self-made table

73) **Table 73.1: Crosstabulation of education and opinions about security of Facebook**

		Security of Facebook			Total
		High level	Medium level	Low level	
Education	No degree	6	8	4	18
	High school degree	23	38	27	88
	Bachelor's degree	33	59	35	127
	Master's degree	7	31	29	67
Total		69	136	95	300

Source: self-made table

Table 73.2: Chi-Square tests of education and opinions about security of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.501[a]	6	.105
Likelihood Ratio	11.340	6	.078
Linear-by-Linear Association	6.206	1	.013
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 4.14.
Source: self-made table

74) **Table 74.1: Crosstabulation of education and opinions about security of Twitter**

		Securityof Twitter			Total
		High level	Medium level	Low level	
Education	No degree	6	10	2	18
	High school degree	26	40	22	88
	Bachelor's degree	44	55	28	127
	Master's degree	12	32	23	67
Total		88	137	75	300

Source: self-made table

Table 74.2: Chi-Square tests of education and opinions about security of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.071[a]	6	.170
Likelihood Ratio	9.602	6	.142
Linear-by-Linear Association	3.589	1	.058
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 4.50.
Source: self-made table

75) **Table 75.1: Crosstabulation of education and opinions about security of Instagram**

		Security of Instagram			Total
		High level	Medium level	Low level	
Education	No degree	12	4	2	18
	High school degree	33	25	30	88
	Bachelor's degree	24	48	55	127
	Master's degree	11	23	33	67
Total		80	100	120	300

Source: self-made table

Table 75.2: Chi-Square tests of education and opinions about security of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.577[a]	6	.000
Likelihood Ratio	27.226	6	.000
Linear-by-Linear Association	19.659	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is4.80.
Source: self-made table

76) **Table 76.1: Crosstabulation of education and opinions about security of video hosting services**

		Security of video hosting services			Total
		High level	Medium level	Low level	
Education	No degree	14	3	1	18
	High school degree	64	13	11	88
	Bachelor's degree	67	49	11	127
	Master's degree	29	23	15	67
Total		174	88	38	300

Source: self-made table

Table 76.2: Chi-Square tests of education and opinions about security of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.555[a]	6	.000
Likelihood Ratio	27.156	6	.000
Linear-by-Linear Association	14.108	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is2.28.
Source: self-made table

77) **Table 77.1: Crosstabulation of education and opinions about security of e-mails**

		Security of e-mails			Total
		High level	Medium level	Low level	
Education	No degree	0	6	12	18
	High school degree	5	38	45	88
	Bachelor's degree	8	69	50	127
	Master's degree	8	29	30	67
Total		21	142	137	300

Source: self-made table

Table 77.2: Chi-Square tests of education and opinions about security of e-mails

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.944[a]	6	.127
Likelihood Ratio	10.668	6	.099
Linear-by-Linear Association	4.870	1	.027
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.26.
Source: self-made table

78) **Table 78.1: Crosstabulation of education and opinions about entertainments of Web sites**

		Entertainment of Web sites			Total
		High level	Medium level	Low level	
Education	No degree	8	7	3	18
	High school degree	52	24	12	88
	Bachelor's degree	87	38	2	127
	Master's degree	41	23	3	67
Total		188	92	20	300

Source: self-made table

Table 78.2: Chi-Square tests of education and opinions about entertainment of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.423[a]	6	.008
Likelihood Ratio	17.466	6	.008
Linear-by-Linear Association	4.818	1	.028
N of Valid Cases	300		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is1.20.
Source: self-made table

79) **Table 79.1: Crosstabulation of education and opinions about entertainment of blogs**

		Entertainment of blogs			
		High level	Medium level	Low level	Total
Education	No degree	5	8	5	18
	High school degree	45	32	11	88
	Bachelor's degree	64	57	6	127
	Master's degree	34	28	5	67
Total		148	125	27	300

Source: self-made table

Table 79.1: Chi-Square tests of education and opinions about entertainment of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.757[a]	6	.032
Likelihood Ratio	11.981	6	.062
Linear-by-Linear Association	3.547	1	.060
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is1.62.
Source: self-made table

80) **Table 80.1: Crosstabulation of education and opinions about entertainment of Facebook**

		Entertainment of Facebook			
		High level	Medium level	Low level	Total
Education	No degree	16	2	0	18
	High school degree	66	16	6	88
	Bachelor's degree	83	36	8	127
	Master's degree	35	25	7	67
Total		200	79	21	300

Source: self-made table

Table 80.2: Chi-Square tests of education and opinions about entertainment of Facebook

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.933[a]	6	.030
Likelihood Ratio	15.410	6	.017
Linear-by-Linear Association	10.894	1	.001
N of Valid Cases	300		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is1.26.
Source: self-made table

81) **Table 81.1: Crosstabulation of education and opinions about entertainment of Twitter**

		Entertainment of Twitter			
		High level	Medium level	Low level	Total
Education	No degree	9	9	0	18
	High school degree	52	34	2	88
	Bachelor's degree	52	62	13	127
	Master's degree	23	31	13	67
Total		136	136	28	300

Source: self-made table

Table 81.2: Chi-Square tests of education and opinions about entertainment of Twitter

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.171[a]	6	.002
Likelihood Ratio	23.071	6	.001
Linear-by-Linear Association	15.529	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 1.68.
Source: self-made table

82) **Table 82.1: Crosstabulation of education and opinions about entertainment of Instagram**

		Entertainment of Instagram			Total
		High level	Medium level	Low level	
Education	No degree	15	3	0	18
	High school degree	53	28	7	88
	Bachelor's degree	55	50	22	127
	Master's degree	33	23	11	67
Total		156	104	40	300

Source: self-made table

Table 82.2: Chi-Square tests of education and opinions about entertainment of Instagram

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.491[a]	6	.017
Likelihood Ratio	17.955	6	.006
Linear-by-Linear Association	9.347	1	.002
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 2.40.
Source: self-made table

83) **Table 83.1: Crosstabulation of education and opinions about entertainment of video hosting services**

		Entertainment of video hosting services			Total
		High level	Medium level	Low level	
Education	No degree	13	4	1	18
	High school degree	50	33	5	88
	Bachelor's degree	72	44	11	127
	Master's degree	35	24	8	67
Total		170	105	25	300

Source: self-made table

Table 83.2: Chi-Square tests of education and opinions about entertainment of video hosting services

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.987[a]	6	.678
Likelihood Ratio	4.045	6	.671
Linear-by-Linear Association	2.312	1	.128
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is 1.50.
Source: self-made table

84) **Table 84.1: Crosstabulation of education and opinions about entertainment of e-mails**

		Entertainment of e-mails			Total
		High level	Medium level	Low level	
Education	No degree	0	8	10	18
	High school degree	9	37	42	88
	Bachelor's degree	12	85	30	127
	Master's degree	10	39	18	67
Total		31	169	100	300

Source: self-made table

Table 84.2: Chi-Square tests of education and opinions about entertainment of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.108[a]	6	.001
Likelihood Ratio	23.374	6	.001
Linear-by-Linear Association	12.218	1	.000
N of Valid Cases	300		

a. 1 cell (8.3%) has expected count less than 5. The minimum expected count is1.86.
Source: self-made table

85) Table 85.1: Crosstabulation of employment status and opinions about informative content of Web sites

		Informative content of Web sites			
		High level	Medium level	Low level	Total
Employment status	Employed	71	45	7	123
	Self-employed	10	9	0	19
	Unemployed	12	6	1	19
	Homemaker	14	12	1	27
	Student	50	43	14	107
	Retired	2	2	1	5
Total		159	117	24	300

Source: self-made table

Table 85.2: Chi-Square tests of employment status and opinions about informative content of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.385[a]	10	.407
Likelihood Ratio	11.352	10	.331
Linear-by-Linear Association	5.109	1	.024
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .40.
Source: self-made table

86) Table 86.1: Crosstabulation of employment status and opinions about informative content of blogs

		Informative content of blogs			
		High level	Medium level	Low level	Total
Employment status	Employed	46	47	30	123
	Self-employed	6	8	5	19
	Unemployed	4	2	13	19
	Homemaker	16	9	2	27
	Student	59	25	23	107
	Retired	2	2	1	5
Total		133	93	74	300

Source: self-made table

Table 86.2: Chi-Square tests of employment status and opinions about informative content of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.642[a]	10	.000
Likelihood Ratio	32.297	10	.000
Linear-by-Linear Association	5.053	1	.025
N of Valid Cases	300		

a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is1.23.
Source: self-made table

87) Table 87.1: Crosstabulation of employment status and opinions about informative content of Facebook

		Informative content of Facebook			
		High level	Medium level	Low level	Total
Employment status	Employed	42	54	27	123
	Self-employed	9	8	2	19
	Unemployed	9	9	1	19
	Homemaker	15	6	6	27
	Student	65	29	13	107

	Retired	0	1	4	5
Total		140	107	53	300

Source: self-made table

Table 87.2: Chi-Square tests of employment status and opinions about informative content of Facebook

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.313[a]	10	.000
Likelihood Ratio	33.583	10	.000
Linear-by-Linear Association	7.823	1	.005
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .88.
Source: self-made table

88) **Table 88.1: Crosstabulation of employment status and opinions about informative content of Twitter**

		Informative content of Twitter			Total
		High level	Medium level	Low level	
Employment status	Employed	51	57	15	123
	Self-employed	4	10	5	19
	Unemployed	9	8	2	19
	Homemaker	16	7	4	27
	Student	59	40	8	107
	Retired	0	1	4	5
Total		139	123	38	300

Source: self-made table

Table 88.2: Chi-Square tests of employment status and opinions about informative content of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.355[a]	10	.000
Likelihood Ratio	28.305	10	.002
Linear-by-Linear Association	2.396	1	.122
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .63.
Source: self-made table

89) **Table 89.1: Crosstabulation of employment status and opinions about informative content of Instagram**

		Informative content of Instagram			Total
		High level	Medium level	Low level	
Employment status	Employed	13	39	71	123
	Self-employed	3	6	10	19
	Unemployed	5	5	9	19
	Homemaker	4	9	14	27
	Student	17	46	44	107
	Retired	0	1	4	5
Total		42	106	152	300

Source: self-made table

Table 89.2: Chi-Square tests of employment status and opinions about informative content of Instagram

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.276[a]	10	.336
Likelihood Ratio	11.594	10	.313
Linear-by-Linear Association	3.676	1	.055
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .70.
Source: self-made table

90) **Table 90.1: Crosstabulation of employment status and opinions about informative content of video hosting services**

	Informative content of video hosting services	Total

		High level	Medium level	Low level	
Employment status	Employed	13	58	52	123
	Self-employed	2	6	11	19
	Unemployed	3	10	6	19
	Homemaker	5	12	10	27
	Student	24	38	45	107
	Retired	0	0	5	5
Total		47	124	129	300

Source: self-made table

Table 90.2: Chi-Square tests of employment status and opinions about informative content of video hosting services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.042[a]	10	.073
Likelihood Ratio	18.747	10	.044
Linear-by-Linear Association	.979	1	.323
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .78.
Source: self-made table

91) **Table 91.1: Crosstabulation of employment status and opinions about informative content of e-mails**

		Informative content of e-mails			
		High level	Medium level	Low level	Total
Employment status	Employed	21	75	27	123
	Self-employed	4	13	2	19
	Unemployed	0	10	9	19
	Homemaker	13	11	3	27
	Student	8	53	46	107
	Retired	3	2	0	5
Total		49	164	87	300

Source: self-made table

Table 91.2: Chi-Square tests of employment status and opinions about informative content of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.555[a]	10	.000
Likelihood Ratio	50.794	10	.000
Linear-by-Linear Association	5.226	1	.022
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .82.
Source: self-made table

92) **Table 92.1: Crosstabulation of employment status and opinions about security of Web sites**

		Security of Web sites			
		High level	Medium level	Low level	Total
Employment status	Employed	87	35	1	123
	Self-employed	15	4	0	19
	Unemployed	13	6	0	19
	Homemaker	18	9	0	27
	Student	70	37	0	107
	Retired	3	2	0	5
Total		206	93	1	300

Source: self-made table

Table 92.2: Chi-Square tests of employment status and opinions about security of Web sites

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.528[a]	10	.966
Likelihood Ratio	3.920	10	.951

	Value	df	Asymp. Sig. (2-sided)
Linear-by-Linear Association	.848	1	.357
N of Valid Cases	300		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .02.
Source: self-made table

93) **Table 93.1: Crosstabulation of employment status and opinions about security of blogs**

		Security of blogs			
		High level	Medium level	Low level	Total
Employment status	Employed	60	61	2	123
	Self-employed	11	8	0	19
	Unemployed	12	7	0	19
	Homemaker	15	11	1	27
	Student	49	56	2	107
	Retired	2	3	0	5
Total		149	146	5	300

Source: self-made table

Table 93.2: Chi-Square tests of employment status and opinions about security of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.509[a]	10	.921
Likelihood Ratio	5.052	10	.888
Linear-by-Linear Association	.263	1	.608
N of Valid Cases	300		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .08.
Source: self-made table

94) **Table 94.1: Crosstabulation of employment status and opinions about security of Facebook**

		Security of Facebook			
		High level	Medium level	Low level	Total
Employment status	Employed	22	55	46	123
	Self-employed	4	5	10	19
	Unemployed	4	10	5	19
	Homemaker	8	11	8	27
	Student	31	54	22	107
	Retired	0	1	4	5
Total		69	136	95	300

Source: self-made table

Table 94.2: Chi-Square tests of employment status and opinions about security of Facebook

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.968[a]	10	.030
Likelihood Ratio	20.484	10	.025
Linear-by-Linear Association	6.414	1	.011
N of Valid Cases	300		

a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is 1.15.
Source: self-made table

95) **Table 95.1: Crosstabulation of employment status and opinions about security of Twitter**

		Security of Twitter			
		High level	Medium level	Low level	Total
Employment status	Employed	37	49	37	123
	Self-employed	3	10	6	19
	Unemployed	4	9	6	19
	Homemaker	8	14	5	27
	Student	36	52	19	107
	Retired	0	3	2	5
Total		88	137	75	300

Source: self-made table

Table 95.2: Chi-Square tests of employment status and opinions about security of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.660[a]	10	.385
Likelihood Ratio	12.486	10	.254
Linear-by-Linear Association	2.154	1	.142
N of Valid Cases	300		

a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is1.25.
Source: self-made table

96) **Table 96.1: Crosstabulation of employment status and opinions about security of Instagram**

		Security of Instagram			
		High level	Medium level	Low level	Total
Employment status	Employed	18	47	58	123
	Self-employed	7	8	4	19
	Unemployed	8	8	3	19
	Homemaker	4	9	14	27
	Student	42	28	37	107
	Retired	1	0	4	5
Total		80	100	120	300

Source: self-made table

Table 96.2: Chi-Square tests of employment status and opinions about security of Instagram

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.843[a]	10	.000
Likelihood Ratio	34.600	10	.000
Linear-by-Linear Association	6.781	1	.009
N of Valid Cases	300		

a. 3 cells (16.7%) have expected count less than 5. The minimum expected count is1.33.
Source: self-made table

97) **Table 97.1: Crosstabulation of employment status and opinions about security of video hosting services**

		Security of video hosting services			
		High level	Medium level	Low level	Total
Employment status	Employed	54	52	17	123
	Self-employed	9	6	4	19
	Unemployed	17	2	0	19
	Homemaker	15	7	5	27
	Student	79	20	8	107
	Retired	0	1	4	5
Total		174	88	38	300

Source: self-made table

Table 97.2: Chi-Square tests of employment status and opinions about security of video hosting services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.609[a]	10	.000
Likelihood Ratio	49.275	10	.000
Linear-by-Linear Association	8.334	1	.004
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .63.
Source: self-made table

98) **Table 98.1: Crosstabulation of employment status and opinions about security of e-mails**

		Security of e-mails			
		High level	Medium level	Low level	Total
Employment status	Employed	9	67	47	123
	Self-employed	2	8	9	19
	Unemployed	0	9	10	19

	Homemaker	8	12	7	27
	Student	1	43	63	107
	Retired	1	3	1	5
Total		21	142	137	300

Source: self-made table

Table 98.2: Chi-Square tests of employment status and opinions about security of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.900[a]	10	.000
Likelihood Ratio	35.570	10	.000
Linear-by-Linear Association	4.943	1	.026
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .35.
Source: self-made table

99) **Table 99.1: Crosstabulation of employment status and opinions about entertainment of Web sites**

		Entertainment of Web sites			
		High level	Medium level	Low level	Total
Employment status	Employed	81	36	6	123
	Self-employed	12	5	2	19
	Unemployed	11	7	1	19
	Homemaker	15	12	0	27
	Student	68	29	10	107
	Retired	1	3	1	5
Total		188	92	20	300

Source: self-made table

Table 99.2: Chi-Square tests of employment status and opinions about entertainment of Web sites

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.259[a]	10	.338
Likelihood Ratio	12.495	10	.253
Linear-by-Linear Association	1.491	1	.222
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .33.
Source: self-made table

100) **Table 100.1: Crosstabulation of employment status and opinions about entertainment of blogs**

		Entertainment of blogs			
		High level	Medium level	Low level	Total
Employment status	Employed	61	54	8	123
	Self-employed	10	9	0	19
	Unemployed	10	7	2	19
	Homemaker	11	13	3	27
	Student	55	39	13	107
	Retired	1	3	1	5
Total		148	125	27	300

Source: self-made table

Table 100.2: Chi-Square tests of employment status and opinions about entertainment of blogs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.827[a]	10	.646
Likelihood Ratio	9.567	10	.479
Linear-by-Linear Association	.973	1	.324
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .45.
Source: self-made table

101) **Table 101.1: Crosstabulation of employment status and opinions about entertainment of Facebook**

		Entertainment of Facebook			
		High level	Medium level	Low level	Total
Employment status	Employed	72	39	12	123
	Self-employed	14	3	2	19
	Unemployed	13	6	0	19
	Homemaker	18	8	1	27
	Student	80	23	4	107
	Retired	3	0	2	5
Total		200	79	21	300

Source: self-made table

Table 101.2: Chi-Square tests of employment status and opinions about entertainment of Facebook

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.010[a]	10	.029
Likelihood Ratio	18.889	10	.042
Linear-by-Linear Association	5.332	1	.021
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .35.
Source: self-made table

102) **Table 102.1: Crosstabulation of employment status and opinions about entertainment of Twitter**

		Entertainment of Twitter			
		High level	Medium level	Low level	Total
Employment status	Employed	49	63	11	123
	Self-employed	4	12	3	19
	Unemployed	7	11	1	19
	Homemaker	16	10	1	27
	Student	59	40	8	107
	Retired	1	0	4	5
Total		136	136	28	300

Source: self-made table

Table 102.2: Chi-Square tests of employment status and opinions about entertainment of Twitter

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.097[a]	10	.000
Likelihood Ratio	30.451	10	.001
Linear-by-Linear Association	2.772	1	.096
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .47.
Source: self-made table

103) **Table 103.1: Crosstabulation of employment status and opinions about entertainment of Instagram**

		Entertainment of Instagram			
		High level	Medium level	Low level	Total
Employment status	Employed	56	45	22	123
	Self-employed	13	5	1	19
	Unemployed	11	7	1	19
	Homemaker	10	10	7	27
	Student	64	35	8	107
	Retired	2	2	1	5
Total		156	104	40	300

Source: self-made table

Table 103.2: Chi-Square tests of employment status and opinions about entertainment of Instagram

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.300[a]	10	.121

		Value	df	Asymp. Sig. (2-sided)
Likelihood Ratio		15.539	10	.114
Linear-by-Linear Association		3.368	1	.066
N of Valid Cases		300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .67.
Source: self-made table

104) **Table 104.1: Crosstabulation of employment status and opinions about entertainment of video hosting services**

		Entertainment of video hosting services			
		High level	Medium level	Low level	Total
Employment status	Employed	60	45	18	123
	Self-employed	12	5	2	19
	Unemployed	13	6	0	19
	Homemaker	19	7	1	27
	Student	63	40	4	107
	Retired	3	2	0	5
Total		170	105	25	300

Source: self-made table

Table 104.2: Chi-Square tests of employment status and opinions about entertainment of video hosting services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.732[a]	10	.108
Likelihood Ratio	17.593	10	.062
Linear-by-Linear Association	7.255	1	.007
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .42.
Source: self-made table

105) **Table 105.1: Crosstabulation of employment status and opinions about entertainment of e-mails**

		Entertainment of e-mails			
		High level	Medium level	Low level	Total
Employment status	Employed	12	82	29	123
	Self-employed	2	14	3	19
	Unemployed	0	10	9	19
	Homemaker	11	10	6	27
	Student	4	51	52	107
	Retired	2	2	1	5
Total		31	169	100	300

Source: self-made table

Table 105.2: Chi-Square tests of employment status and opinions about entertainment of e-mails

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.903[a]	10	.000
Likelihood Ratio	48.213	10	.000
Linear-by-Linear Association	7.793	1	.005
N of Valid Cases	300		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .52.
Source: self-made table