1st International Conference on Applied Social Statistics (ICASS)

Volume 1

I search common	0.059	<mark>0.554</mark>	0.124	-0.01	0.174	0.123
information and interests	0.039	0.334	0.124	-0.01	0.174	0.125
through social media						
I like to use social media to	0.157	<mark>0.484</mark>	0.057	0.235	0.158	-0.119
interact with friends	0.157	0.404	0.037	0.235	0.156	-0.119
I am willing to adopt social	0.161	-0.229	<mark>0.693</mark>	-0.14	0.084	0.132
media when quality is high	0.101	-0.229	0.095	-0.14	0.004	0.132
I am increasingly willing to	-0.33	0.04	0.557	0.192	0.15	0.103
adopt social media for its	-0.55	0.04	0.337	0.192	0.15	0.105
good service quality						
If the service quality is good,	0.271	0.007	0.482	-0.248	-0.007	-0.05
I recommend friends to	0.271	0.007	0.402	-0.246	-0.007	-0.05
adopt social media						
Higher quality of social	-0.022	-0.195	0.452	0.164	0.087	-0.003
media has increased my	-0.022	-0.195	0.4 <u>5</u> 2	0.104	0.087	-0.003
acceptance						
I use social media to share	0.037	0.13	-0.17	0.829	-0.063	-0.035
information with others	0.037	0.15	-0.17	0.029	-0.003	-0.035
Most people use social	0.221	0.073	0.04	0.711	0.098	0.08
media because it will enable	0.221	0.075	0.04	0.711	0.098	0.08
people to share different						
resources						
I use social media to share	0.278	-0.087	-0.18	0.673	0.034	-0.036
information at anytime and	0.270	-0.007	-0.10	0.075	0.034	-0.050
anywhere						
I am satisfied with the	-0.086	-0.203	0.207	0.621	0.056	0.078
sharing facility of social	0.000	0.205	0.207	0.021	0.050	0.070
media						
Social media makes it easy	0.157	0.337	0.089	-0.319	0.602	-0.215
for me to connect to a wider	01107	0.007	01005	0.015	<u></u>	0.210
range of information						
We can find friends by the	-0.158	0.051	0.029	-0.021	0.584	0.134
connectivity which is					<u> </u>	
provided by social media						
I can connect to more	0.364	-0.022	-0.011	0.212	0.462	0.125
relevant information through						
social media						
I use social media for its	-0.025	0.035	-0.26	0.199	0.394	0.291
highly interactive						
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