

A Work Project, presented as part of the requirements for the Award of a Master's
Degree in Management from the NOVA – School of Business and Economics

DIMENSIONS OF SOURCE CREDIBILITY IN THE CASE OF USER-GENERATED
ADVERTISEMENTS

APPENDICES

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MST15000610

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January, 6th 2012

APPENDIX 3 - ADDITIONAL TABLES OF THE ANALYSIS

Table 1 : Descriptive statistics for the indicators used in the factor analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Obj1	129	1	5	3,40	1,079
Obj2	129	1	5	3,93	,894
Obj3	129	1	5	3,88	,941
Obj4	129	1	5	3,51	1,112
Tru1	129	1	5	4,23	,815
Tru4	129	2	5	4,43	,748
Tru6	129	1	5	4,29	,812
Tru9	129	1	5	3,57	1,060
Tru10	129	1	5	4,23	,871
Tru14	129	1	5	4,35	,767
Exp1	129	1	5	3,89	,954
Exp2	129	1	5	4,12	,800
Exp5	129	2	5	3,58	,990
Exp7	129	1	5	3,99	,861
Exp9	129	1	5	2,43	1,066
Exp11	129	2	5	4,02	,824
Exp12	129	1	5	3,61	1,033
Exp15	129	1	5	3,60	,995
Fam1	129	1	5	3,12	1,173
Fam2	129	1	5	3,01	1,093
Fam3	129	1	5	3,29	1,215
Att3	129	1	5	2,48	1,090
Att5	129	1	5	3,08	1,065
Att8	129	1	5	2,33	1,085
Att11	129	1	5	2,74	1,183
Att14	129	1	5	2,20	1,085
Fre1	129	1	5	3,94	1,109
Fre2	129	1	5	4,10	1,007
Valid N (listwise)	129				

Table 1: Correlation Matrix

	Obj1	Obj2	Obj3	Obj4	Tru1	Tru4	Tru6	Tru9	Tru10	Tru14	Exp1	Exp2	Exp5	Exp7	Exp9	Exp11	Exp12	Exp15	Fam1	Fam2	Fam3	Att3	Att5	Att8	Att11	Att14	Fre1	Fre3
Obj1	1	-0,011	0,324	0,217	0,124	0,033	0,099	0,147	0,116	0,206	0,117	0,123	-0,002	0,071	0,087	0,033	-0,006	-0,083	-0,021	0,017	0,028	0,027	0,061	0,011	0,004	-0,043	0,021	-0,045
Obj2	-0,011	1	0,297	-0,035	0,269	0,407	0,351	-0,040	0,513	0,286	0,348	0,274	0,090	0,283	-0,280	0,278	0,047	0,013	-0,252	-0,063	0,012	-0,230	0,063	-0,346	-0,136	-0,243	0,059	0,121
Obj3	0,324	0,297	1	0,035	0,301	0,239	0,279	0,137	0,253	0,219	0,099	0,144	0,098	0,086	-0,129	0,266	0,058	0,059	-0,008	-0,022	-0,072	0,320	-0,085	0,000	-0,042	-0,092	0,075	0,045
Obj4	0,217	-0,035	0,035	1	0,118	0,107	0,104	0,197	-0,051	0,156	0,075	0,139	0,232	0,151	0,170	0,149	0,181	0,057	0,185	0,312	0,240	0,137	0,184	0,110	0,133	0,186	-0,012	0,058
Tru1	0,124	0,269	0,301	0,118	1	0,640	0,548	0,109	0,452	0,569	0,224	0,339	0,218	0,403	-0,106	0,515	0,340	0,095	-0,039	0,024	0,072	-0,162	0,078	-0,097	-0,090	-0,248	0,163	0,171
Tru4	0,033	0,407	0,239	0,107	0,640	1	0,578	0,082	0,611	0,564	0,439	0,418	0,089	0,526	0,351	0,541	0,290	0,106	-0,115	-0,052	0,073	-0,229	0,183	-0,276	-0,073	-0,311	0,211	0,253
Tru6	0,099	0,351	0,279	0,104	0,548	0,578	1	0,073	0,469	0,578	0,272	0,293	0,073	0,405	-0,215	0,422	0,376	0,103	-0,038	0,059	0,112	-0,166	0,128	-0,180	0,055	-0,199	0,219	0,280
Tru9	0,147	-0,040	0,137	0,197	0,109	0,082	0,073	1	0,110	0,101	0,247	0,184	0,310	0,245	0,041	0,164	0,288	0,325	0,075	0,097	0,131	0,081	0,079	0,120	0,176	0,050	0,323	0,268
Tru10	0,116	0,513	0,253	-0,051	0,452	0,611	0,469	0,110	1	0,357	0,482	0,407	0,096	0,440	-0,284	0,537	0,249	0,098	-0,128	-0,002	0,068	-0,168	0,157	-0,207	-0,016	-0,207	0,282	0,312
Tru14	0,206	0,286	0,219	0,156	0,569	0,564	0,578	0,101	0,357	1	0,148	0,285	0,132	0,382	-0,097	0,333	0,271	0,018	0,038	0,109	0,115	-0,127	0,072	-0,225	-0,087	-0,066	0,209	0,217
Exp1	0,117	0,348	0,099	0,075	0,224	0,439	0,272	0,247	0,482	0,148	1	0,345	0,216	0,465	-0,177	0,431	0,337	0,242	-0,295	-0,127	0,035	-0,122	0,208	-0,153	-0,026	-0,152	0,252	0,337
Exp2	0,123	0,274	0,144	0,139	0,339	0,418	0,293	0,184	0,407	0,285	0,345	1	0,372	0,387	-0,200	0,457	0,248	0,229	0,033	0,106	0,083	-0,015	0,245	-0,021	0,084	0,007	0,141	0,14
Exp5	-0,002	0,090	0,098	0,232	0,218	0,089	0,073	0,310	0,096	0,132	0,216	0,372	1	0,363	0,281	0,204	0,405	0,465	-0,036	0,054	-0,046	0,202	0,090	0,247	0,279	0,217	0,054	0,011
Exp7	0,071	0,283	0,086	0,151	0,403	0,526	0,405	0,245	0,440	0,382	0,465	0,387	0,363	1	-0,166	0,429	0,409	0,242	-0,146	-0,050	-0,043	-0,179	0,111	-0,156	-0,094	-0,249	0,155	0,208
Exp9	0,087	-0,280	-0,129	0,170	-0,106	0,351	-0,215	0,041	-0,284	-0,097	-0,177	-0,200	0,281	-0,166	1	-0,234	0,087	0,241	0,095	0,178	0,011	0,367	0,122	0,545	0,288	0,492	-0,096	-0,106
Exp11	0,033	0,278	0,266	0,149	0,515	0,541	0,422	0,164	0,537	0,333	0,431	0,457	0,204	0,429	-0,234	1	0,396	0,297	-0,027	0,043	0,056	0,005	0,176	0,026	0,086	-0,093	0,309	0,270
Exp12	-0,006	0,047	0,058	0,181	0,340	0,290	0,376	0,288	0,249	0,271	0,337	0,248	0,405	0,409	0,087	0,396	1	0,534	0,024	-0,046	-0,064	0,153	0,099	0,109	0,146	0,008	0,211	0,226
Exp15	-0,083	0,013	0,059	0,057	0,095	0,106	0,103	0,325	0,098	0,018	0,242	0,229	0,465	0,242	0,241	0,297	0,534	1	-0,098	-0,076	-0,226	0,292	0,132	0,246	0,336	0,154	-0,022	0,024
Fam1	-0,021	-0,252	-0,008	0,185	-0,039	-0,115	-0,038	0,075	-0,128	0,038	-0,295	0,033	-0,036	-0,146	0,095	0,027	-0,024	-0,098	1	0,706	0,479	0,057	0,011	0,102	0,041	0,134	0,078	0,062
Fam2	0,017	-0,063	-0,022	0,312	0,024	-0,052	0,059	0,097	-0,002	0,109	-0,127	0,106	0,054	-0,050	0,178	0,043	-0,046	-0,076	0,706	1	0,557	-0,029	0,013	0,044	-0,107	0,111	0,194	0,170
Fam3	0,028	0,012	-0,072	0,240	0,072	0,073	0,112	0,131	0,068	0,115	0,035	0,083	-0,046	-0,043	0,011	0,056	-0,064	-0,226	0,479	0,557	1	-0,007	0,206	0,026	0,022	0,049	0,251	0,257
Att3	0,027	-0,230	0,320	0,137	-0,162	-0,229	-0,166	0,081	-0,168	-0,127	-0,122	-0,015	0,202	-0,179	0,367	0,005	0,153	0,292	0,057	-0,029	-0,007	1	0,250	0,590	0,572	0,663	-0,046	0,027
Att5	0,061	0,063	-0,085	0,184	0,078	0,183	0,128	0,079	0,157	0,072	0,208	0,245	0,090	0,111	0,122	0,176	0,099	0,132	0,011	0,013	0,206	0,250	1	0,261	0,481	0,311	0,130	0,219
Att8	0,011	-0,346	0,000	0,110	-0,097	-0,276	-0,180	0,120	-0,207	-0,225	-0,153	-0,021	0,247	-0,156	0,545	0,026	0,109	0,246	0,102	0,044	0,026	0,590	0,261	1	0,520	0,686	-0,054	-0,095
Att11	0,004	-0,136	-0,042	0,133	-0,073	-0,073	0,055	0,176	-0,016	-0,087	-0,026	0,084	0,279	-0,094	0,288	0,086	0,146	0,336	0,041	-0,107	0,022	0,572	0,481	0,520	1	0,486	0,035	0,049
Att14	-0,043	-0,243	-0,092	0,186	-0,248	-0,311	-0,199	0,050	-0,207	-0,066	-0,152	0,007	0,217	-0,249	0,492	-0,093	0,008	0,154	0,134	0,111	0,049	0,663	0,311	0,686	0,486	1	-0,061	0,024
Fre1	0,021	0,059	0,075	-0,012	0,163	0,211	0,219	0,323	0,282	0,209	0,252	0,141	0,054	0,155	-0,096	0,309	0,211	-0,022	0,078	0,019	0,251	-0,046	0,130	-0,054	0,035	-0,061	1	0,803
Fre3	-0,045	0,121	0,045	0,058	0,171	0,253	0,280	0,268	0,312	0,217	0,337	0,14	0,011	0,208	-0,106	0,270	0,226	0,024	0,062	0,170	0,257	0,027	0,219	-0,095	0,049	0,024	0,803	1,000

Table 5: Total variance explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,427	21,710	21,710	5,427	21,710	21,710	3,506	14,022	14,022
2	3,923	15,691	37,401	3,923	15,691	37,401	3,311	13,243	27,266
3	1,980	7,918	45,320	1,980	7,918	45,320	2,695	10,779	38,045
4	1,569	6,277	51,596	1,569	6,277	51,596	2,440	9,760	47,805
5	1,446	5,784	57,381	1,446	5,784	57,381	1,842	7,367	55,172
6	1,149	4,595	61,976	1,149	4,595	61,976	1,438	5,751	60,922
7	1,037	4,149	66,124	1,037	4,149	66,124	1,301	5,202	66,124
8	,952	3,809	69,933						
9	,828	3,314	73,247						
10	,719	2,876	76,123						
11	,665	2,660	78,783						
12	,619	2,477	81,260						
13	,598	2,392	83,652						
14	,493	1,973	85,625						
15	,482	1,928	87,553						
16	,466	1,865	89,418						
17	,441	1,764	91,182						
18	,418	1,672	92,854						
19	,377	1,509	94,363						
20	,344	1,378	95,741						
21	,272	1,090	96,831						
22	,237	,950	97,780						
23	,214	,856	98,637						
24	,196	,782	99,419						
25	,145	,581	100,000						

Extraction Method: Principal Component Analysis.

APPENDIX 3 : FLOW OF THE SURVEY

BLOCK	QUESTIONS	DIMENSION	INDICATORS	QUESTION
Introduction	Q91	n/a	n/a	In this survey, we are interested in your perceptions of user-generated advertising in the context of social media. The study is estimated to take about 5 minutes. This questionnaire is confidential and will not be used for any other purpose than the analysis of the information in the context of this particular research. We ask you to answer every single question in this survey.
PreScreening	PS1	Presence in social network	n/a	Do you have an active account on at least one social media network?
PreScreening	PS2	Presence in social network	n/a	How many hours per week do you spend on social media websites?
Definition	Q96	UGA	n/a	Definition of UGA and examples of UGA
Definition	Q94	Ad/User/Advertiser	n/a	Definition of ad, user and advertiser
Definition	Q97	Social media users	n/a	Assumption that the evaluation characteristics of the advertisers is based on information available in the social media
Credibility	Obj1	Objectivity	Unprejudiced	I would prefer that the advertiser is not paid.
	Obj2	Objectivity	Open-Minded	I would prefer ad from an open-minded user.
	Obj3	Objectivity	Objectivity	I want the advertiser to be objective
	Obj4	Objectivity	Objectivity	I will ignore an ad if I know that the advertiser has a direct link with the product/service advertised.
	Tru1	Trustworthiness	Dependability	I want the advertiser to be dependable.
	Tru4	Trustworthiness	Honesty	It is important that the advertiser is honest.
	Tru6	Trustworthiness	Reliability	I want the advertiser to be reliable.
	Tru9	Trustworthiness	Reliability	I will ignore the ad if other users posted negative comments about the advertisement.
	Tru10	Trustworthiness	Sincerity	I want the advertiser to be sincere.
	Tru14	Trustworthiness	Trustworthiness	I want the advertiser to be trustworthy
	Exp1	Expertise	Expert	An advertiser that has expertise related to the product/service advertised is credible.
	Exp5	Expertise	Expert	It is important that the advertiser as experience related to the product/service advertised.
	Exp2	Expertise	Experience	I want the advertiser to be an expert in a field related to the product/service advertised.
	Exp5	Expertise	Knowledge	I want the advertiser to have knowledge of the field related to the advertisement posted.
	Exp9	Expertise	Knowledge	It is important that the advertiser has a college degree.
	Exp11	Expertise	Knowledge	The knowledge of the advertiser is important.
	Exp12	Expertise	Qualification	The qualifications of the advertiser are important.
	Exp15	Expertise	Skills	The skills of the advertiser are important.
	Fam1	Familiarity	Closeness	It is important that I know personally the user.
	Fam2	Familiarity	Closeness	I want the advertiser to be one of my direct friend.
	Fam3	Familiarity	Closeness	I will ignore an ad from a user that is not my friend or that I don't follow on social media.
	Att3	Attractiveness	Attractive	It is important that the advertiser is attractive.
	Att5	Attractiveness	Classy	I want the advertiser to be classy.
	Att8	Attractiveness	Beauty	The beauty of the user is important.
	Att11	Attractiveness	Elegance	It is important that the advertiser is elegant.
	Att14	Attractiveness	Sexy	It is important that the advertiser is sexy.
	Fre1	Frequency	Perceived clutter	I will ignore the ads after a number that I judge to high.
	Fre3	Frequency	Perceived clutter	I will tend to ignore user-generated ads if the frequency of ads gets to a level that I consider too high.
Demographics	Dem1	Age	n/a	What is your age?
	Dem2	Gender	n/a	What is your gender?
	Dem3	Marital Status	n/a	What is your marital status?
	Dem4	Education	n/a	What is the highest level of education you have attained?
	Dem5	Social media use	n/a	Which of the following social media websites are you currently using?
	Dem6	Income	n/a	What is your monthly income?
	Dem7	Occupation	n/a	What is your primary occupation?
	Dem8	Country	n/a	In which country were you born?
	Dem9	Language	n/a	Is English your second language?
	Dem10	UGA knowledge	n/a	Before this study, were you familiar with user-generated advertising?
	Dem11	UGA knowledge	n/a	Before this study, have you seen a user-generated advertisement?

