```
CairoMM <- read.csv(file="Cairo-Survey-
Data.csv",head=TRUE,sep=",")

########################################

##############table 1 #################

> tab1c1<-glm(CairoMM$Part28 ~ CairoMM$Media1A + CairoMM$Media1B
+ CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F  ,family="binomial")
>
> summary(tab1c1)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media1A + CairoMM$Media1B
+
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F,
    family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.5178  -1.0829  -0.5857   1.2092   2.2675

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      -0.8578     0.2289  -3.748 0.000178 ***
CairoMM$Media1A  -1.6333     0.3800  -4.299 1.72e-05 ***
CairoMM$Media1B  -0.7027     0.1787  -3.933 8.39e-05 ***
CairoMM$Media1C   0.2955     0.3088   0.957 0.338509
CairoMM$Media1D   0.7833     0.2145   3.652 0.000260 ***
CairoMM$Media1E   0.5509     0.1626   3.388 0.000703 ***
CairoMM$Media1F   0.4051     0.4141   0.978 0.328023
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 901.45  on 733  degrees of freedom
AIC: 915.45

Number of Fisher Scoring iterations: 4
```

```
>
> tab1c2<-glm(CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B + CairoMM$Media28C + CairoMM$Media28E+
CairoMM$Media28F ,family="binomial")
>
> summary(tab1c2)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B +
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F,
family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.0336  -0.9171  -0.8097   1.1851   1.8522

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)       -0.5846     0.2278  -2.566 0.010279 *
CairoMM$Media28A  -0.5702     0.2513  -2.269 0.023254 *
CairoMM$Media28B  -0.3622     0.2005  -1.806 0.070857 .
CairoMM$Media28C  -0.3598     0.2556  -1.408 0.159163
CairoMM$Media28E   0.6580     0.1697   3.876 0.000106 ***
CairoMM$Media28F   1.8592     0.3021   6.154 7.56e-10 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 902.62  on 734  degrees of freedom
AIC: 914.62

Number of Fisher Scoring iterations: 4

>
> tab1c3<-glm(CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B + CairoMM$Media28C + CairoMM$Media28E+
CairoMM$Media28F + CairoMM$Part25 ,family="binomial")
>
> summary(tab1c3)
```

```
Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B +
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F +
    CairoMM$Part25, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.6016  -0.6824  -0.6207   0.7942   2.1147

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)      -1.58594    0.27408  -5.786 7.19e-09 ***
CairoMM$Media28A -0.43385    0.28355  -1.530 0.126007
CairoMM$Media28B  0.03678    0.23364   0.157 0.874908
CairoMM$Media28C -0.57388    0.29698  -1.932 0.053314 .
CairoMM$Media28E  0.64422    0.19186   3.358 0.000786 ***
CairoMM$Media28F  1.89715    0.33764   5.619 1.92e-08 ***
CairoMM$Part25    2.39428    0.20719  11.556  < 2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 743.24  on 733  degrees of freedom
AIC: 757.24

Number of Fisher Scoring iterations: 4

>
> tab1c4<-glm(CairoMM$Part28 ~ CairoMM$Media1A + CairoMM$Media1B
+ CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F + CairoMM$Part25 ,family="binomial")
>
> summary(tab1c4)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media1A + CairoMM$Media1B
+
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F +
    CairoMM$Part25, family = "binomial")
```

```
Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.1030  -0.8377  -0.4853   0.6694   2.3640

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      -1.4542     0.2599  -5.596 2.19e-08 ***
CairoMM$Media1A  -1.2769     0.4062  -3.143  0.00167 **
CairoMM$Media1B  -0.5343     0.2003  -2.668  0.00763 **
CairoMM$Media1C   0.1868     0.3501   0.534  0.59359
CairoMM$Media1D   0.5874     0.2380   2.468  0.01360 *
CairoMM$Media1E   0.5265     0.1831   2.876  0.00402 **
CairoMM$Media1F   0.1679     0.4778   0.351  0.72528
CairoMM$Part25    2.2486     0.2018  11.143  < 2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 754.73  on 732  degrees of freedom
AIC: 770.73

Number of Fisher Scoring iterations: 5

>
> tab1c5<-glm(CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B + CairoMM$Media28C + CairoMM$Media28E+
CairoMM$Media28F + CairoMM$Part25 + CairoMM$online
,family="binomial")
>
> summary(tab1c5)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B +
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F +
    CairoMM$Part25 + CairoMM$online, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.7473  -0.7705  -0.5510   0.7352   2.2028
```

```
Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)      -1.79256    0.28546  -6.280 3.39e-10 ***
CairoMM$Media28A -0.52549    0.28941  -1.816 0.069411 .
CairoMM$Media28B -0.01571    0.23503  -0.067 0.946717
CairoMM$Media28C -0.44582    0.29743  -1.499 0.133900
CairoMM$Media28E  0.74574    0.19652   3.795 0.000148 ***
CairoMM$Media28F  1.81880    0.33976   5.353 8.64e-08 ***
CairoMM$Part25    2.37124    0.20849  11.374  < 2e-16 ***
CairoMM$online    0.60732    0.20232   3.002 0.002684 **
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 734.24  on 732  degrees of freedom
AIC: 750.24

Number of Fisher Scoring iterations: 4

>
> tab1c6<-glm(CairoMM$Part28 ~ CairoMM$Part25 + CairoMM$Media1A +
CairoMM$Media1B + CairoMM$Media1C + CairoMM$Media1D +
CairoMM$Media1E+ CairoMM$Media1F + CairoMM$Media28A +
CairoMM$Media28B + CairoMM$Media28C + CairoMM$Media28E+
CairoMM$Media28F + CairoMM$Part25 + CairoMM$online
,family="binomial")
>
> summary(tab1c6)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Part25 + CairoMM$Media1A +
    CairoMM$Media1B + CairoMM$Media1C + CairoMM$Media1D +
CairoMM$Media1E +
    CairoMM$Media1F + CairoMM$Media28A + CairoMM$Media28B +
CairoMM$Media28C +
    CairoMM$Media28E + CairoMM$Media28F + CairoMM$Part25 +
CairoMM$online,
    family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.7460  -0.7652  -0.4350   0.7200   2.5342
```

```
Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)     -1.84642    0.34193  -5.400 6.66e-08 ***
CairoMM$Part25   2.21835    0.21154  10.487  < 2e-16 ***
CairoMM$Media1A -1.09682    0.44213  -2.481  0.01311 *
CairoMM$Media1B -0.40792    0.21686  -1.881  0.05997 .
CairoMM$Media1C  0.44398    0.40499   1.096  0.27296
CairoMM$Media1D  0.40450    0.25112   1.611  0.10724
CairoMM$Media1E  0.21015    0.20738   1.013  0.31088
CairoMM$Media1F -0.43509    0.53085  -0.820  0.41244
CairoMM$Media28A -0.22674    0.32851  -0.690  0.49006
CairoMM$Media28B  0.03531    0.25272   0.140  0.88886
CairoMM$Media28C -0.53408    0.35181  -1.518  0.12899
CairoMM$Media28E  0.61616    0.22153   2.781  0.00541 **
CairoMM$Media28F  1.73397    0.36641   4.732 2.22e-06 ***
CairoMM$online    0.41014    0.21030   1.950  0.05114 .
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 712.81  on 726  degrees of freedom
AIC: 740.8

Number of Fisher Scoring iterations: 5

> tab2c1<-glm(CairoMM$Part25 ~ CairoMM$Media1A + CairoMM$Media1B
+ CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F ,family="binomial")
>
> summary(tab2c1)

Call:
glm(formula = CairoMM$Part25 ~ CairoMM$Media1A + CairoMM$Media1B
+
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F,
    family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.3633  -0.9567  -0.5888   1.2724   2.4792
```

```
Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      -1.3418     0.2562  -5.237 1.63e-07 ***
CairoMM$Media1A  -1.7416     0.4849  -3.592 0.000328 ***
CairoMM$Media1B  -0.6461     0.1941  -3.328 0.000874 ***
CairoMM$Media1C   0.3802     0.3290   1.156 0.247781
CairoMM$Media1D   0.7976     0.2425   3.289 0.001004 **
CairoMM$Media1E   0.3235     0.1710   1.892 0.058485 .
CairoMM$Media1F   0.6477     0.4268   1.517 0.129155
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 897.20  on 739  degrees of freedom
Residual deviance: 825.66  on 733  degrees of freedom
AIC: 839.66

Number of Fisher Scoring iterations: 5

> tab2c2<-glm(CairoMM$Part25 ~ CairoMM$Media1A + CairoMM$Media1B
+ CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1D*CairoMM$Media1E + CairoMM$Media1F
,family="binomial")
>
> summary(tab2c2)

Call:
glm(formula = CairoMM$Part25 ~ CairoMM$Media1A + CairoMM$Media1B
+
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1D *
    CairoMM$Media1E + CairoMM$Media1F, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.3623  -0.9562  -0.5859   1.2710   2.4837

Coefficients:
                                Estimate Std. Error z value
Pr(>|z|)
(Intercept)                     -1.32981    0.33819  -3.932
8.42e-05 ***
```

```
CairoMM$Media1A                 -1.74115    0.48487  -3.591
0.000329 ***
CairoMM$Media1B                 -0.64824    0.19809  -3.272
0.001066 **
CairoMM$Media1C                  0.37895    0.32980   1.149
0.250539
CairoMM$Media1D                  0.78427    0.34510   2.273
0.023049 *
CairoMM$Media1E                  0.30276    0.41905   0.722
0.469998
CairoMM$Media1F                  0.64233    0.43795   1.467
0.142468
CairoMM$Media1D:CairoMM$Media1E  0.02534    0.46653   0.054
0.956683
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 897.20  on 739  degrees of freedom
Residual deviance: 825.65  on 732  degrees of freedom
AIC: 841.65

Number of Fisher Scoring iterations: 5

> tab2c3<-glm(CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B + CairoMM$Media28C + CairoMM$Media28E+
CairoMM$Media28F ,family="binomial")
>
> summary(tab2c3)

Call:
glm(formula = CairoMM$Part28 ~ CairoMM$Media28A +
CairoMM$Media28B +
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F,
family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.0336  -0.9171  -0.8097   1.1851   1.8522

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      -0.5846     0.2278  -2.566 0.010279 *
```

```
CairoMM$Media28A  -0.5702     0.2513  -2.269 0.023254 *
CairoMM$Media28B  -0.3622     0.2005  -1.806 0.070857 .
CairoMM$Media28C  -0.3598     0.2556  -1.408 0.159163
CairoMM$Media28E   0.6580     0.1697   3.876 0.000106 ***
CairoMM$Media28F   1.8592     0.3021   6.154 7.56e-10 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 999.21  on 739  degrees of freedom
Residual deviance: 902.62  on 734  degrees of freedom
AIC: 914.62

Number of Fisher Scoring iterations: 4

> tab2c4<-glm(CairoMM$Part29 ~ CairoMM$Media29A +
CairoMM$Media29B + CairoMM$Media29C + CairoMM$Media29E+
CairoMM$Media29F ,family="binomial")
>
> summary(tab2c4)

Call:
glm(formula = CairoMM$Part29 ~ CairoMM$Media29A +
CairoMM$Media29B +
    CairoMM$Media29C + CairoMM$Media29E + CairoMM$Media29F,
family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.8152  -1.0118  -0.8717   1.3525   1.8173

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)      -0.12075    0.23111  -0.522  0.60133
CairoMM$Media29A -0.65108    0.24574  -2.649  0.00806 **
CairoMM$Media29B -0.60695    0.21276  -2.853  0.00434 **
CairoMM$Media29C -0.05949    0.22013  -0.270  0.78695
CairoMM$Media29E  0.32490    0.15880   2.046  0.04076 *
CairoMM$Media29F  1.22950    0.30937   3.974 7.06e-05 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)
```

```
    Null deviance: 991.86  on 739  degrees of freedom
Residual deviance: 944.25  on 734  degrees of freedom
AIC: 956.25

Number of Fisher Scoring iterations: 4

>
> tab2c5<-glm(CairoMM$Part3 ~ CairoMM$Media29A + CairoMM$Media29B
+ CairoMM$Media29C + CairoMM$Media29E+ CairoMM$Media29F
,family="binomial")
>
> summary(tab2c5)

Call:
glm(formula = CairoMM$Part3 ~ CairoMM$Media29A + CairoMM$Media29B
+
    CairoMM$Media29C + CairoMM$Media29E + CairoMM$Media29F,
family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.7782  -1.1723   0.7235   1.1220   1.5320

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)        0.4014     0.2285   1.756  0.07902 .
CairoMM$Media29A  -0.6461     0.2247  -2.875  0.00404 **
CairoMM$Media29B  -0.4134     0.2125  -1.946  0.05170 .
CairoMM$Media29C  -0.1453     0.2106  -0.690  0.49017
CairoMM$Media29E   0.1438     0.1519   0.947  0.34376
CairoMM$Media29F   0.8055     0.3133   2.571  0.01015 *
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 1024.6  on 739  degrees of freedom
Residual deviance:  998.5  on 734  degrees of freedom
AIC: 1010.5

Number of Fisher Scoring iterations: 4

> ########################################
```

```
>
> ##############table 3 #################
>
> tab3c1<-glm(CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F + CairoMM$Media28A + CairoMM$Media28B +
CairoMM$Media28C + CairoMM$Media28E+ CairoMM$Media28F+
CairoMM$Part25 ,family="binomial")
>
> summary(tab3c1)

Call:
glm(formula = CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F +
    CairoMM$Media28A + CairoMM$Media28B + CairoMM$Media28C +
    CairoMM$Media28E + CairoMM$Media28F + CairoMM$Part25, family
= "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.9923  -1.0915   0.6923   0.8430   1.5814

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)       0.41751    0.28487   1.466  0.14276
CairoMM$Media1A  -0.93362    0.29094  -3.209  0.00133 **
CairoMM$Media1B  -0.07113    0.19726  -0.361  0.71841
CairoMM$Media1C  -0.16937    0.34555  -0.490  0.62402
CairoMM$Media1D   0.46596    0.21076   2.211  0.02705 *
CairoMM$Media1E   0.34377    0.19294   1.782  0.07479 .
CairoMM$Media1F  -0.52442    0.41743  -1.256  0.20900
CairoMM$Media28A  0.11561    0.27810   0.416  0.67761
CairoMM$Media28B -0.08777    0.23762  -0.369  0.71185
CairoMM$Media28C -0.18430    0.30371  -0.607  0.54396
CairoMM$Media28E  0.13702    0.19618   0.698  0.48489
CairoMM$Media28F  0.49286    0.34192   1.441  0.14946
CairoMM$Part25    0.44475    0.20991   2.119  0.03411 *
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 904.08  on 739  degrees of freedom
```

```
Residual deviance: 842.00  on 727  degrees of freedom
AIC: 868

Number of Fisher Scoring iterations: 4

>
> tab3c2<-glm(CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F,family="binomial")
>
> summary(tab3c2)

Call:
glm(formula = CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F,
    family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.8603  -1.1013   0.6802   0.7629   1.5628

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)       0.5453     0.2151   2.535 0.011240 *
CairoMM$Media1A  -0.9873     0.2544  -3.880 0.000104 ***
CairoMM$Media1B  -0.1893     0.1831  -1.034 0.301174
CairoMM$Media1C  -0.2405     0.2913  -0.826 0.409071
CairoMM$Media1D   0.5402     0.2003   2.696 0.007015 **
CairoMM$Media1E   0.4497     0.1727   2.604 0.009220 **
CairoMM$Media1F  -0.3387     0.3979  -0.851 0.394594
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 904.08  on 739  degrees of freedom
Residual deviance: 852.67  on 733  degrees of freedom
AIC: 866.67

Number of Fisher Scoring iterations: 4

>
> tab3c3<-glm(CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
```

```
CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E+
CairoMM$Media1F + CairoMM$Part25 + CairoMM$online
,family="binomial")
>
> summary(tab3c3)

Call:
glm(formula = CairoMM$Shut ~ CairoMM$Media1A + CairoMM$Media1B +
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F +
    CairoMM$Part25 + CairoMM$online, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.2104  -1.0719   0.6509   0.8017   1.5601

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      0.22555    0.22725   0.993  0.32094
CairoMM$Media1A -0.82116    0.26033  -3.154  0.00161 **
CairoMM$Media1B -0.05754    0.18730  -0.307  0.75869
CairoMM$Media1C -0.21275    0.29304  -0.726  0.46783
CairoMM$Media1D  0.40247    0.20541   1.959  0.05007 .
CairoMM$Media1E  0.39970    0.17570   2.275  0.02291 *
CairoMM$Media1F -0.48211    0.41065  -1.174  0.24039
CairoMM$Part25   0.50819    0.20688   2.456  0.01403 *
CairoMM$online   0.81612    0.20323   4.016 5.93e-05 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 904.08  on 739  degrees of freedom
Residual deviance: 828.79  on 731  degrees of freedom
AIC: 846.79

Number of Fisher Scoring iterations: 4

>
> tab3c4<-glm(CairoMM$Shut ~ CairoMM$Media28A + CairoMM$Media28B
+ CairoMM$Media28C + CairoMM$Media28E+ CairoMM$Media28F +
CairoMM$Part25 + CairoMM$online ,family="binomial")
>
> summary(tab3c4)
```

```
Call:
glm(formula = CairoMM$Shut ~ CairoMM$Media28A + CairoMM$Media28B
+
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F +
    CairoMM$Part25 + CairoMM$online, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.2248  -1.2553   0.6832   0.8869   1.3754

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)       0.28089    0.25225   1.114  0.26547
CairoMM$Media28A -0.43641    0.23723  -1.840  0.06583 .
CairoMM$Media28B -0.09951    0.22063  -0.451  0.65197
CairoMM$Media28C -0.19928    0.25032  -0.796  0.42596
CairoMM$Media28E  0.47237    0.17558   2.690  0.00714 **
CairoMM$Media28F  0.44933    0.32712   1.374  0.16957
CairoMM$Part25    0.58288    0.20564   2.835  0.00459 **
CairoMM$online    1.05077    0.20456   5.137 2.80e-07 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 904.08  on 739  degrees of freedom
Residual deviance: 843.35  on 732  degrees of freedom
AIC: 859.35

Number of Fisher Scoring iterations: 4

>
> tab3c5<-glm(CairoMM$Shut ~ CairoMM$Media28A + CairoMM$Media28B
+ CairoMM$Media28C + CairoMM$Media28E+ CairoMM$Media28F +
CairoMM$online ,family="binomial")
>
> summary(tab3c5)

Call:
glm(formula = CairoMM$Shut ~ CairoMM$Media28A + CairoMM$Media28B
+
    CairoMM$Media28C + CairoMM$Media28E + CairoMM$Media28F +
    CairoMM$online, family = "binomial")
```

```
Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.2367  -1.2936   0.6741   0.8661   1.3495

Coefficients:
                 Estimate Std. Error z value Pr(>|z|)
(Intercept)        0.4650     0.2426   1.917  0.05526 .
CairoMM$Media28A  -0.4970     0.2342  -2.122  0.03381 *
CairoMM$Media28B  -0.1961     0.2164  -0.906  0.36488
CairoMM$Media28C  -0.1678     0.2489  -0.674  0.50007
CairoMM$Media28E   0.5182     0.1743   2.972  0.00295 **
CairoMM$Media28F   0.5315     0.3233   1.644  0.10015
CairoMM$online     1.0972     0.2040   5.377 7.57e-08 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 904.08  on 739  degrees of freedom
Residual deviance: 851.76  on 733  degrees of freedom
AIC: 865.76

Number of Fisher Scoring iterations: 4

########################################
>
> ##############table 4 ##################
>
> tab4c1<-glm(CairoMM$Media28E ~ CairoMM$Media1A +
CairoMM$Media1B + CairoMM$Media1C + CairoMM$Media1D +
CairoMM$Media1E + CairoMM$Media1F + CairoMM$Part25
+CairoMM$online,family="binomial")
>
> summary(tab4c1)

Call:
glm(formula = CairoMM$Media28E ~ CairoMM$Media1A +
CairoMM$Media1B +
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F +
    CairoMM$Part25 + CairoMM$online, family = "binomial")

Deviance Residuals:
```

```
    Min       1Q   Median       3Q      Max
-2.1008  -0.8495   0.4835   0.9870   2.2529

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)     -1.11593    0.23609  -4.727 2.28e-06 ***
CairoMM$Media1A -0.03701    0.28754  -0.129    0.898
CairoMM$Media1B  0.02581    0.18877   0.137    0.891
CairoMM$Media1C  0.31937    0.32788   0.974    0.330
CairoMM$Media1D  1.11624    0.21531   5.184 2.17e-07 ***
CairoMM$Media1E  1.74219    0.17824   9.774  < 2e-16 ***
CairoMM$Media1F  0.34750    0.44281   0.785    0.433
CairoMM$Part25   0.25148    0.19197   1.310    0.190
CairoMM$online  -1.30248    0.19028  -6.845 7.64e-12 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 1023.91  on 739  degrees of freedom
Residual deviance:  843.69  on 731  degrees of freedom
AIC: 861.69

Number of Fisher Scoring iterations: 4


>
> tab4c2<-glm(CairoMM$Media28F ~ CairoMM$Media1A +
CairoMM$Media1B + CairoMM$Media1C + CairoMM$Media1D +
CairoMM$Media1E + CairoMM$Media1F + CairoMM$Part25
+CairoMM$online,family="binomial")
>
> summary(tab4c2)

Call:
glm(formula = CairoMM$Media28F ~ CairoMM$Media1A +
CairoMM$Media1B +
    CairoMM$Media1C + CairoMM$Media1D + CairoMM$Media1E +
CairoMM$Media1F +
    CairoMM$Part25 + CairoMM$online, family = "binomial")

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-1.7909  -0.5148  -0.3919  -0.2116   2.8431
```

```
Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)      -3.0411     0.4094  -7.428 1.10e-13 ***
CairoMM$Media1A  -1.2697     0.7551  -1.682 0.092653 .
CairoMM$Media1B  -0.7470     0.3061  -2.440 0.014683 *
CairoMM$Media1C   0.3229     0.4926   0.655 0.512179
CairoMM$Media1D   0.5130     0.3642   1.408 0.159008
CairoMM$Media1E   0.5209     0.2414   2.158 0.030937 *
CairoMM$Media1F   1.9138     0.4806   3.983 6.82e-05 ***
CairoMM$Part25    0.9003     0.2412   3.733 0.000189 ***
CairoMM$online    0.5722     0.2417   2.367 0.017925 *
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 555.67  on 739  degrees of freedom
Residual deviance: 482.37  on 731  degrees of freedom
AIC: 500.37

Number of Fisher Scoring iterations: 6

>
```