**Factor Analysis**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 01-APR-2024 12:53:50 |
| Comments | |  |
| Input | Data | EFA\_Factor\_Analysis.sav |
| Active Dataset | DataSet2 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 885 |
| Missing Value Handling | Definition of Missing | MISSING=EXCLUDE: User-defined missing values are treated as missing. |
| Cases Used | LISTWISE: Statistics are based on cases with no missing values for any variable used. |
| Syntax | | FACTOR /VARIABLES accurate fair trustworthy biased complete believable reputable correct errorfree objective authentic convincing quality misleading useful balanced professional transparent credible reliable accessible honest looksnice officallooking /MISSING LISTWISE /ANALYSIS accurate fair trustworthy biased complete believable reputable correct errorfree objective authentic convincing quality misleading useful balanced professional transparent credible reliable accessible honest looksnice officallooking /PRINT INITIAL CORRELATION SIG KMO EXTRACTION ROTATION /FORMAT BLANK(.10) /PLOT EIGEN /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PAF /CRITERIA KAISER ITERATE(25) /ROTATION PROMAX(4) /METHOD=CORRELATION. |
| Resources | Processor Time | 00:00:01.59 |
| Elapsed Time | 00:00:00.36 |
| Maximum Memory Required | 68848 (67.234K) bytes |

[DataSet2]

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlation Matrix** | | | | | | | | | | | |
|  | | accurate | fair | trustworthy | biased | complete | believable | reputable | correct | error-free | objective |
| Correlation | accurate | 1.000 | .760 | .821 | -.336 | .690 | .711 | .777 | .840 | .744 | .666 |
| fair | .760 | 1.000 | .793 | -.421 | .664 | .723 | .746 | .743 | .692 | .704 |
| trustworthy | .821 | .793 | 1.000 | -.403 | .703 | .768 | .802 | .792 | .720 | .673 |
| biased | -.336 | -.421 | -.403 | 1.000 | -.321 | -.364 | -.359 | -.348 | -.331 | -.353 |
| complete | .690 | .664 | .703 | -.321 | 1.000 | .658 | .673 | .675 | .631 | .614 |
| believable | .711 | .723 | .768 | -.364 | .658 | 1.000 | .735 | .680 | .627 | .627 |
| reputable | .777 | .746 | .802 | -.359 | .673 | .735 | 1.000 | .750 | .695 | .659 |
| correct | .840 | .743 | .792 | -.348 | .675 | .680 | .750 | 1.000 | .758 | .627 |
| error-free | .744 | .692 | .720 | -.331 | .631 | .627 | .695 | .758 | 1.000 | .609 |
| objective | .666 | .704 | .673 | -.353 | .614 | .627 | .659 | .627 | .609 | 1.000 |
| authentic | .752 | .722 | .780 | -.332 | .671 | .758 | .753 | .713 | .661 | .658 |
| convincing | .658 | .661 | .717 | -.293 | .655 | .782 | .684 | .616 | .578 | .583 |
| quality | .617 | .603 | .671 | -.254 | .676 | .728 | .675 | .588 | .551 | .577 |
| misleading | -.493 | -.525 | -.519 | .590 | -.433 | -.494 | -.474 | -.468 | -.422 | -.469 |
| useful | .646 | .649 | .688 | -.273 | .644 | .694 | .688 | .616 | .552 | .585 |
| balanced | .683 | .730 | .698 | -.369 | .691 | .696 | .713 | .702 | .652 | .681 |
| professional | .558 | .560 | .615 | -.208 | .601 | .674 | .630 | .554 | .515 | .524 |
| transparent | .660 | .683 | .688 | -.335 | .635 | .656 | .665 | .623 | .606 | .653 |
| credible | .809 | .754 | .829 | -.360 | .670 | .767 | .805 | .781 | .710 | .697 |
| reliable | .798 | .770 | .823 | -.355 | .707 | .760 | .791 | .768 | .739 | .701 |
| accessible | .552 | .588 | .595 | -.225 | .599 | .625 | .607 | .538 | .486 | .539 |
| honest | .821 | .770 | .830 | -.365 | .671 | .732 | .746 | .782 | .720 | .691 |
| looks nice | .405 | .425 | .460 | -.158 | .516 | .532 | .488 | .413 | .383 | .404 |
| offical-looking | .474 | .461 | .523 | -.201 | .520 | .606 | .577 | .434 | .430 | .420 |
| Sig. (1-tailed) | accurate |  | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 |
| fair | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| trustworthy | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| biased | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| complete | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| believable | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| reputable | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| correct | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| error-free | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| objective | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| authentic | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| convincing | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| quality | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| misleading | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| useful | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| balanced | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| professional | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| transparent | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| credible | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| reliable | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| accessible | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| honest | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| looks nice | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| offical-looking | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |

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| **Correlation Matrix** | | | | | | | | | | |
|  | | authentic | convincing | quality | misleading | useful | balanced | professional | transparent | credible |
| Correlation | accurate | .752 | .658 | .617 | -.493 | .646 | .683 | .558 | .660 | .809 |
| fair | .722 | .661 | .603 | -.525 | .649 | .730 | .560 | .683 | .754 |
| trustworthy | .780 | .717 | .671 | -.519 | .688 | .698 | .615 | .688 | .829 |
| biased | -.332 | -.293 | -.254 | .590 | -.273 | -.369 | -.208 | -.335 | -.360 |
| complete | .671 | .655 | .676 | -.433 | .644 | .691 | .601 | .635 | .670 |
| believable | .758 | .782 | .728 | -.494 | .694 | .696 | .674 | .656 | .767 |
| reputable | .753 | .684 | .675 | -.474 | .688 | .713 | .630 | .665 | .805 |
| correct | .713 | .616 | .588 | -.468 | .616 | .702 | .554 | .623 | .781 |
| error-free | .661 | .578 | .551 | -.422 | .552 | .652 | .515 | .606 | .710 |
| objective | .658 | .583 | .577 | -.469 | .585 | .681 | .524 | .653 | .697 |
| authentic | 1.000 | .693 | .689 | -.479 | .683 | .681 | .679 | .652 | .782 |
| convincing | .693 | 1.000 | .701 | -.445 | .715 | .639 | .666 | .644 | .699 |
| quality | .689 | .701 | 1.000 | -.369 | .697 | .637 | .793 | .617 | .676 |
| misleading | -.479 | -.445 | -.369 | 1.000 | -.408 | -.449 | -.341 | -.456 | -.509 |
| useful | .683 | .715 | .697 | -.408 | 1.000 | .641 | .669 | .673 | .674 |
| balanced | .681 | .639 | .637 | -.449 | .641 | 1.000 | .568 | .668 | .695 |
| professional | .679 | .666 | .793 | -.341 | .669 | .568 | 1.000 | .557 | .629 |
| transparent | .652 | .644 | .617 | -.456 | .673 | .668 | .557 | 1.000 | .659 |
| credible | .782 | .699 | .676 | -.509 | .674 | .695 | .629 | .659 | 1.000 |
| reliable | .783 | .729 | .704 | -.508 | .711 | .721 | .669 | .702 | .819 |
| accessible | .619 | .633 | .645 | -.346 | .666 | .594 | .613 | .621 | .605 |
| honest | .765 | .674 | .626 | -.513 | .644 | .699 | .572 | .698 | .787 |
| looks nice | .487 | .554 | .694 | -.218 | .573 | .478 | .706 | .458 | .451 |
| offical-looking | .571 | .630 | .707 | -.273 | .603 | .500 | .775 | .493 | .545 |
| Sig. (1-tailed) | accurate | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 |
| fair | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| trustworthy | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| biased | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| complete | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| believable | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| reputable | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| correct | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| error-free | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| objective | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| authentic |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| convincing | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| quality | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| misleading | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| useful | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| balanced | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| professional | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| transparent | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| credible | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| reliable | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| accessible | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| honest | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| looks nice | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| offical-looking | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |

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| **Correlation Matrix** | | | | | | |
|  | | reliable | accessible | honest | looks nice | offical-looking |
| Correlation | accurate | .798 | .552 | .821 | .405 | .474 |
| fair | .770 | .588 | .770 | .425 | .461 |
| trustworthy | .823 | .595 | .830 | .460 | .523 |
| biased | -.355 | -.225 | -.365 | -.158 | -.201 |
| complete | .707 | .599 | .671 | .516 | .520 |
| believable | .760 | .625 | .732 | .532 | .606 |
| reputable | .791 | .607 | .746 | .488 | .577 |
| correct | .768 | .538 | .782 | .413 | .434 |
| error-free | .739 | .486 | .720 | .383 | .430 |
| objective | .701 | .539 | .691 | .404 | .420 |
| authentic | .783 | .619 | .765 | .487 | .571 |
| convincing | .729 | .633 | .674 | .554 | .630 |
| quality | .704 | .645 | .626 | .694 | .707 |
| misleading | -.508 | -.346 | -.513 | -.218 | -.273 |
| useful | .711 | .666 | .644 | .573 | .603 |
| balanced | .721 | .594 | .699 | .478 | .500 |
| professional | .669 | .613 | .572 | .706 | .775 |
| transparent | .702 | .621 | .698 | .458 | .493 |
| credible | .819 | .605 | .787 | .451 | .545 |
| reliable | 1.000 | .626 | .802 | .497 | .573 |
| accessible | .626 | 1.000 | .581 | .606 | .535 |
| honest | .802 | .581 | 1.000 | .434 | .489 |
| looks nice | .497 | .606 | .434 | 1.000 | .689 |
| offical-looking | .573 | .535 | .489 | .689 | 1.000 |
| Sig. (1-tailed) | accurate | <.001 | <.001 | <.001 | <.001 | <.001 |
| fair | .000 | .000 | .000 | .000 | .000 |
| trustworthy | .000 | .000 | .000 | .000 | .000 |
| biased | .000 | .000 | .000 | .000 | .000 |
| complete | .000 | .000 | .000 | .000 | .000 |
| believable | .000 | .000 | .000 | .000 | .000 |
| reputable | .000 | .000 | .000 | .000 | .000 |
| correct | .000 | .000 | .000 | .000 | .000 |
| error-free | .000 | .000 | .000 | .000 | .000 |
| objective | .000 | .000 | .000 | .000 | .000 |
| authentic | .000 | .000 | .000 | .000 | .000 |
| convincing | .000 | .000 | .000 | .000 | .000 |
| quality | .000 | .000 | .000 | .000 | .000 |
| misleading | .000 | .000 | .000 | .000 | .000 |
| useful | .000 | .000 | .000 | .000 | .000 |
| balanced | .000 | .000 | .000 | .000 | .000 |
| professional | .000 | .000 | .000 | .000 | .000 |
| transparent | .000 | .000 | .000 | .000 | .000 |
| credible | .000 | .000 | .000 | .000 | .000 |
| reliable |  | .000 | .000 | .000 | .000 |
| accessible | .000 |  | .000 | .000 | .000 |
| honest | .000 | .000 |  | .000 | .000 |
| looks nice | .000 | .000 | .000 |  | .000 |
| offical-looking | .000 | .000 | .000 | .000 |  |

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| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .980 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 20672.642 |
| df | 276 |
| Sig. | <.001 |

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| **Communalities** | | |
|  | Initial | Extraction |
| accurate | .815 | .826 |
| fair | .747 | .757 |
| trustworthy | .826 | .827 |
| biased | .390 | .548 |
| complete | .644 | .633 |
| believable | .760 | .742 |
| reputable | .760 | .759 |
| correct | .785 | .777 |
| error-free | .662 | .660 |
| objective | .623 | .599 |
| authentic | .744 | .740 |
| convincing | .710 | .689 |
| quality | .756 | .781 |
| misleading | .485 | .639 |
| useful | .675 | .673 |
| balanced | .685 | .662 |
| professional | .762 | .780 |
| transparent | .637 | .614 |
| credible | .804 | .799 |
| reliable | .810 | .821 |
| accessible | .593 | .571 |
| honest | .791 | .797 |
| looks nice | .626 | .658 |
| offical-looking | .679 | .690 |
| Extraction Method: Principal Axis Factoring. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 15.282 | 63.676 | 63.676 | 15.007 | 62.530 | 62.530 |
| 2 | 1.707 | 7.111 | 70.786 | 1.400 | 5.834 | 68.364 |
| 3 | 1.009 | 4.202 | 74.989 | .635 | 2.644 | 71.008 |
| 4 | .604 | 2.515 | 77.503 |  |  |  |
| 5 | .503 | 2.097 | 79.600 |  |  |  |
| 6 | .423 | 1.764 | 81.364 |  |  |  |
| 7 | .392 | 1.632 | 82.996 |  |  |  |
| 8 | .380 | 1.585 | 84.582 |  |  |  |
| 9 | .359 | 1.498 | 86.079 |  |  |  |
| 10 | .317 | 1.323 | 87.402 |  |  |  |
| 11 | .304 | 1.268 | 88.670 |  |  |  |
| 12 | .293 | 1.223 | 89.893 |  |  |  |
| 13 | .285 | 1.186 | 91.078 |  |  |  |
| 14 | .266 | 1.107 | 92.185 |  |  |  |
| 15 | .248 | 1.032 | 93.217 |  |  |  |
| 16 | .234 | .974 | 94.191 |  |  |  |
| 17 | .221 | .921 | 95.112 |  |  |  |
| 18 | .201 | .836 | 95.949 |  |  |  |
| 19 | .192 | .802 | 96.750 |  |  |  |
| 20 | .178 | .741 | 97.491 |  |  |  |
| 21 | .166 | .694 | 98.185 |  |  |  |
| 22 | .160 | .665 | 98.850 |  |  |  |
| 23 | .140 | .585 | 99.435 |  |  |  |
| 24 | .136 | .565 | 100.000 |  |  |  |

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| --- | --- | --- |
| **Total Variance Explained** | | |
| Factor | Rotation Sums of Squared Loadingsa | |
| Total | |
| 1 | 14.416 | |
| 2 | 11.693 | |
| 3 | 7.272 | |
| 4 |  | |
| 5 |  | |
| 6 |  | |
| 7 |  | |
| 8 |  | |
| 9 |  | |
| 10 |  | |
| 11 |  | |
| 12 |  | |
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| 15 |  | |
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| 24 |  | |
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| --- |
| Extraction Method: Principal Axis Factoring. |
| a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance. |

img.emf

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| --- | --- | --- | --- |
| **Factor Matrix**a | | | |
|  | Factor | | |
| 1 | 2 | 3 |
| accurate | .862 | -.222 | .184 |
| fair | .847 | -.198 |  |
| trustworthy | .893 | -.157 |  |
| biased | -.419 | .325 | .517 |
| complete | .795 |  |  |
| believable | .858 |  |  |
| reputable | .867 |  |  |
| correct | .834 | -.224 | .176 |
| error-free | .774 | -.196 | .149 |
| objective | .762 | -.134 |  |
| authentic | .859 |  |  |
| convincing | .816 | .146 |  |
| quality | .811 | .349 |  |
| misleading | -.566 | .321 | .464 |
| useful | .801 | .173 |  |
| balanced | .811 |  |  |
| professional | .766 | .435 |  |
| transparent | .783 |  |  |
| credible | .882 | -.120 |  |
| reliable | .900 |  |  |
| accessible | .724 | .216 |  |
| honest | .866 | -.192 | .101 |
| looks nice | .617 | .519 |  |
| offical-looking | .673 | .476 | -.105 |
| Extraction Method: Principal Axis Factoring.a | | | |
| a. 3 factors extracted. 12 iterations required. | | | |

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| --- | --- | --- | --- |
| **Pattern Matrix**a | | | |
|  | Factor | | |
| 1 | 2 | 3 |
| accurate | 1.069 | -.137 |  |
| fair | .793 |  | .125 |
| trustworthy | .868 |  |  |
| biased |  |  | -.814 |
| complete | .561 | .270 |  |
| believable | .482 | .366 | .102 |
| reputable | .754 | .153 |  |
| correct | 1.041 | -.145 |  |
| error-free | .935 | -.110 |  |
| objective | .666 |  | .100 |
| authentic | .677 | .226 |  |
| convincing | .372 | .482 |  |
| quality | .163 | .766 |  |
| misleading |  |  | -.754 |
| useful | .370 | .502 |  |
| balanced | .638 | .161 |  |
| professional |  | .879 |  |
| transparent | .552 | .213 |  |
| credible | .851 |  |  |
| reliable | .798 | .146 |  |
| accessible | .272 | .538 |  |
| honest | .932 |  |  |
| looks nice | -.200 | .968 |  |
| offical-looking | -.133 | .930 |  |
| Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalization. a | | | |
| a. Rotation converged in 5 iterations. | | | |

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| **Structure Matrix** | | | |
|  | Factor | | |
| 1 | 2 | 3 |
| accurate | .902 | .624 | .549 |
| fair | .865 | .641 | .644 |
| trustworthy | .909 | .695 | .621 |
| biased | -.416 | -.262 | -.733 |
| complete | .776 | .701 | .517 |
| believable | .825 | .777 | .593 |
| reputable | .865 | .718 | .567 |
| correct | .874 | .599 | .536 |
| error-free | .808 | .563 | .502 |
| objective | .770 | .599 | .566 |
| authentic | .847 | .736 | .555 |
| convincing | .767 | .785 | .521 |
| quality | .725 | .878 | .444 |
| misleading | -.565 | -.387 | -.798 |
| useful | .751 | .783 | .485 |
| balanced | .806 | .674 | .568 |
| professional | .665 | .883 | .389 |
| transparent | .769 | .669 | .551 |
| credible | .893 | .700 | .586 |
| reliable | .901 | .742 | .587 |
| accessible | .667 | .736 | .417 |
| honest | .892 | .650 | .593 |
| looks nice | .500 | .796 | .278 |
| offical-looking | .562 | .825 | .338 |
| Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalization. | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Factor Correlation Matrix** | | | |
| Factor | 1 | 2 | 3 |
| 1 | 1.000 | .754 | .664 |
| 2 | .754 | 1.000 | .469 |
| 3 | .664 | .469 | 1.000 |
| Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalization. | | | |