|  |
| --- |
| **Tabla 2. Análisis de regresión demográfica (\*p<.05, \*\*p<.01, \*\*\*p<.001)** |
|  | **Disminución de control personal****(Adj R2=.008)** | **Aumento** **de poder corporativo** **(Adj R2=.007)** | **Auto-filtrado****(Adj R2=.008)** | **Evitación de anuncios****(Adj R2=-.004)** | **Uso de funciones inteligentes****(Adj R2=.029)** | **Uso de funciones básicas****(Adj R2=.025)** |
|  | Beta | p | Beta | p | Beta | p | Beta | p | Beta | p | Beta | p |
| Sexo(Varon) | -.007 | .833 | -.042 | .242 | .081 | .023\* | .011 | .752 | -.169 | .000\*\*\* | -.069 | .051 |
| 1er año | -.112 | .014\* | -.116 | .012\* | -.066 | .143 | .042 | .352 | -.078 | .082 | .095 | .036\* |
| 2º año | .017 | .782 | -.062 | .315 | -.091 | .127 | .063 | .295 | -.058 | .328 | .220 | .000\*\*\* |
| 3er año | .010 | .863 | -.018 | .762 | -.035 | .541 | .061 | .293 | -.020 | .721 | .175 | .002\*\* |
| 4º año | .014 | .779 | -.064 | .200 | -.016 | .745 | .047 | .347 | -.071 | .147 | .032 | .514 |