Online-Appendix zu

„Explaining the Success of user-centered Design - An Empirical Study across German B2C Firms“

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Appendix

Appendix 1: Important Principles and Standards in the Context of UCD

Norman's "Seven Principles of Design" (1988)	Shneiderman's "Eight Golden Rules of Interface Design" (1987)	Nielsen's "Heuristics for Usability Engineering" (1995)	Vredenburg et al.'s "Six Principles of UCD" (2002)	Gulliksen et al.'s "Key Principles for User-Centered Systems Design" (2003)	ISO 9241-210 "Human-Centered Design for Interactive Systems" (2010)
Use both knowledge in the world and knowledge in the head.	Strive for consistency.	Visibility of system status	Set business goals	User focus	The design is based upon an explicit understanding of users, tasks and environments.
Simplify the structure of tasks.	Enable frequent users to use shortcuts.	Match between system and the real world	Understand users	Active user involvement	Users are involved throughout design and development.
Make things visible: bridge the gulfs of Execution and Evaluation.	Offer informative feedback.	User control and freedom	Design the total customer experience	Evolutionary systems development	The design is driven and refined by user-centered evaluation.
Get the mappings right. One way to make things understandable is to use graphics.	Design dialog to yield closure.	Consistency and standards	Evaluate designs	Simple design representations	The process is iterative.
Exploit the power of constraints, both natural and artificial, in order to give the user the feel that there is one thing to do.	Offer simple error handling.	Error prevention	Assess competitiveness	Prototyping	The design addresses the whole user experience.
Design for error.	Permit easy reversal of actions.	Recognition rather than recall	Manage for Users	Evaluate use in context	The design team includes multidisciplinary skills and perspectives.
When all else fails, standardize.	Support internal locus of control.	Flexibility and efficiency of use		Explicit and conscious design activities	
	Reduce short-term memory load.	Aesthetic and minimalist design		A professional attitude	
		Help users recognize, diagnose, and recover from errors		Usability champion	
		Help and documentation		Holistic design	
				Processes customization	
				A user-centered attitude should always be established.	

Appendix 2: Questionnaire of the Study

Technische Universität München

TUM School of Management

Questionnaire

Explaining the Success of User-Centered Design

Introduction

Welcome!

Thank you very much for your participation in this important survey on User-Centered Design.

My name is Nadine Chochoiek and I am currently writing my Master´s Thesis in the field of Management with Technology at the Technical University Munich.

The survey will take approx. 10-15 minutes and will deal with your company´s experiences with User-Centered Design.

Be assured that all answers that you provide will be kept in the strictest confidentiality. I am interested in your personal opinion. Please try to answer the questions intuitively and as honest as possible. There are no right or wrong answers.

If you wish to receive a management summary of the study once it is finalized, please provide your email address at the end of the questionnaire.

Thank you again for your participation and best regards,

Nadine Chochoiek

In case of questions, please don't hesitate to contact me: nadine.chochoiek@tum.de

1. Warm Up & Set Up

1. User-Centered Design (UCD) is "a general term for a philosophy and methods which focus on designing for and involving users in the design of computerized systems". Examples are:


Usability Testing


Focus Groups


Card Sorting


Ethnographic observation

Do you apply this concept in your company?

- ☐ Yes
- ☐ No (screenout)
- ☐ Don´t know. (screenout)

2. In what way is your job related to your company´s UCD activities?

- ☐ I am the only UCD/UX specialist in the company.
- ☐ I work in a UCD/UX team which operates in a specific department.
- ☐ I work in a UCD/UX team which operates across different departments.
- ☐ I work in a UCD/UX team department.
- ☐ Other (please specify)

3. Please indicate on a scale from 1 (strongly disagree) to 7 (strongly agree) how much you agree with the following being objectives of conducting UCD projects.

a.	**Improved quality of the system arising from more accurate user requirements**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
b.	**Avoidance of costly system features that the user does not want or cannot use**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
c.	**Improved levels of acceptance of the system**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
d.	**Enhanced customer satisfaction due to greater understanding of the system**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
e.	**Enhanced customer relationship from involving the user in the process**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
f.	**Getting contact with potential users**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
g.	**Increasing user productivity**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
h.	**Generation of innovative ideas**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
i.	**Increased participation in decision-making within the organization**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
j.	**Increasing sales**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
k.	**Reducing development cost**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
l.	**Reducing training costs**	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

m. Reducing user support	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

4. In an UCD project, different types of users can be integrated throughout the lifecycle within the design and development process.
Please indicate which types of users are integrated during which project stages.

	Analysis	Design	Implementation	Deployment
Non-users	☐	☐	☐	☐
Light users	☐	☐	☐	☐
Heavy users	☐	☐	☐	☐
Expert users	☐	☐	☐	☐
Lead users	☐	☐	☐	☐
Current customers of products/services by my company	☐	☐	☐	☐
Potential customers of products/services by my company	☐	☐	☐	☐

2. Last UCD projects

5. How many UCD projects have you conducted within the last 12 months?

- ☐ Number of projects: _____
- ☐ I haven´t participated in any UCD project in the last 12 months. (screenout)

6. Including your projects, how many UCD projects have been conducted in your whole company within the last 12 months? If you don´t know the exact number, please try to give an approximation.

- ☐ Number of projects: _____
- ☐ n/a

7. UCD projects generally concern computerized systems. What were your UCD projects of the last 12 months about? Please check all that apply.

- ☐ Website
- ☐ Application
- ☐ Product specific interface
- ☐ Other (please specify)

8. Generally speaking, what are the performance indicators for success of a UCD project in your company? Please check all that apply.

- ☐ Increased conversion rate
- ☐ Increased market share
- ☐ Return on Investment
- ☐ Sales increase
- ☐ Increased customer retention
- ☐ User satisfaction
- ☐ Fewer returns/complaints
- ☐ Increased brand loyalty
- ☐ More referrals
- ☐ Savings in development time
- ☐ Savings in development costs
- ☐ Other (please specify)

9. Considering the projects you conducted within the last 12 months, please rate the projects on a scale from 1 (very bad) to 7 (very good) in terms of…

n.	**Overall success**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
o.	**Innovativeness of outcome**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
p.	**Innovativeness of process**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
q.	**Efficiency**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
r.	**Customer satisfaction**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
s.	**Employee morale**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
t.	**Productivity**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
u.	**DYNAMIC LIST OF MEASURES FROM 8**	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a

10. What do you consider the main facilitators of the projects´ outcome?

11. What do you consider the main obstacles and difficulties for the conducted projects?

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12. Before conducting a UCD project – as part of the analysis stage of your project - what steps do you typically take for planning? Please check all that apply.

- ☐ Meeting with stakeholders
- ☐ Assembling of a multidisciplinary project team
- ☐ Conducting task analysis
- ☐ Conducting market research (surveys, interviews)
- ☐ Conducting Usability testing
- ☐ Conducting Heuristic evaluation
- ☐ Considering competitive products/services
- ☐ Create user profiles/personas
- ☐ Other (please specify)

13. How many team members did your last UCD projects have on average?

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14. What organizational areas are usually covered by the team members participating in UCD projects conducted in your company?

- ☐ Design
- ☐ IT
- ☐ Marketing
- ☐ Research & Development
- ☐ External advisor
- ☐ Other (please specify)

15. When conducting a UCD project, do you follow a standardized plan/project template?

- ☐ Yes (continue with 16)
- ☐ No (continue with 17)

16. Please tick all the components that are included in the UCD project template you use:

- ☐ Team mission statement (concerning the user and the team)
- ☐ User requirements (concerning the user´s needs)
- ☐ Functional requirements (concerning the application´s needs)
- ☐ Databases and/or dataflow diagrams
- ☐ Other (please specify)
- ☐ None of the above

17. When designing the last UCD project you were part of, which of the following measures did you take? Please check all that apply.

- ☐ Brainstorming for design concepts and metaphors
- ☐ Developing a screen flow and/or a navigation model
- ☐ Doing walkthroughs of design concepts
- ☐ Beginning design with paper and pencil
- ☐ Creating prototypes
- ☐ Usability testing
- ☐ Conducting market research (surveys, interviews)
- ☐ Documenting standards and guidelines
- ☐ Other (please specify)
- ☐ None of the above

18. After having implemented the last UCD project, have you tested the design?

☐ Yes (continue with 19)
☐ No (continue with 20)

19. What kind of measures did you take to get feedback on your design? Please check all that apply:

	Conducted by internal personnel	Conducted by a domestic usability consulting company	Conducted by a foreign usability consulting company	Conducted by an university/academic institution	Not conducted at all
Surveys	☐	☐	☐	☐	☐
Qualitative Interviews	☐	☐	☐	☐	☐
Focus groups	☐	☐	☐	☐	☐
Task analyses & observations	☐	☐	☐	☐	☐
Heuristic evaluations	☐	☐	☐	☐	☐
Card sorting/ A/B testing	☐	☐	☐	☐	☐
Ethnographic observation	☐	☐	☐	☐	☐
Participatory design	☐	☐	☐	☐	☐

20. Is there anything you want to add or comment concerning your last UCD project?

3. IT/UCD Competence

The next few questions concern your general opinion about tendencies within your company. Please answer spontaneously and intuitively.

21. Please indicate on a scale from 1 (strongly disagree) to 7 (strongly agree) how much you agree with the following statements.

Overall, our technical support staff is knowledgeable when it comes to computer-based systems.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Overall, our firm is knowledgeable when it comes to UCD.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm possesses a high degree of computer-based technical expertise.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm possesses a high degree of UCD technical expertise.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We are very knowledgeable about new computer-based innovations.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We have the knowledge to develop and maintain computer-based communication links with our customers.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm is skilled at collecting and analyzing market information about our customers via computer-based systems.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm is skilled at collecting and analyzing market information about our customers via UCD measures	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We routinely utilize computer-based systems to access market information from outside databases.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We have set procedures for collecting customer information from online sources.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We use computer-based systems to analyze customer and market information.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We utilize decision-support systems frequently when it comes to managing customer information.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We rely on computer-based systems to acquire, store, and process information about our customers.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We rely on UCD to acquire, store, and process information about our customers.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our company has a formal MIS department.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our company has a formal UCD department.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm employs a manager whose main duties include the management of our information technology.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

Our firm employs a manager whose main duties include the management of our UCD activities.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Every year we budget a significant amount of funds for new information technology hardware and software.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Every year we budget a significant amount of funds for UCD.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm creates customized software applications when the need arises.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our firm's members are linked by a computer network.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

4. Customer Orientation

22. Please indicate on a scale from 1 (strongly disagree) to 7 (strongly agree) how much you agree with the following statements. Answer in the context of your specific product/market or service/market business.

We have routine or regular measures of customer service.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our product and service development is based on good market and customer information	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We know our competitors well.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We have a good sense of how our customers value our products and services.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We are more customer focused than our competitors.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
We compete primarily based on product or service differentiation.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
The customer's interest should always come first, ahead of the owners'.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Our products/services are the best in the business.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
I believe this business exists primarily to serve customers.	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

5. Innovativeness

23. Please indicate on a scale from 1 (Never) to 7 (Always) how much you agree with the following statements.

In a new product and service introduction, how often is your company

First-to-market with new products and services	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a
Later entrant in established but still growing markets	☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐n/a

Entrant in mature, stable markets	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Entrant in declining markets	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
At the cutting edge of technological innovation	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a

6. Exploration & Exploitation

24. Please indicate on a scale from 1 (strongly disagree) to 7 (strongly agree) how much you agree with the following statements.

The company I work for…

Looks for novel technological ideas by thinking "outside the box".	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Bases its success on its ability to explore new technologies.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Creates products or services that are innovative to the firm.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Looks for creative ways to satisfy its customers´ needs.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Aggressively ventures into new market segments.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Actively targets new customer groups.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Commits to improve quality and lower cost.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Continuously improves the reliability of its products and services.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Increases the levels of automation in its operations.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Constantly surveys existing customers´ satisfaction.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Fine-tunes what it offers to keep its current customers satisfied.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Penetrates more deeply into its existing customer base.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a

7. Top Management Team

25. Please indicate on a scale from 1 (strongly disagree) to 7 (strongly agree) how much you agree with the following statements.

The management team I work for …

Is supportive when it comes to UCD projects.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Provides me with a clear vision.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Is risk averse	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a
Is experienced within our field of business.	☐1	☐2	☐3	☐4	☐5	☐6	☐7	☐n/a

8. Demographics and Wrap-Up

You are almost done! The next few questions concern demographics. Please keep in mind that all data will be handled under strictest confidentiality.

26. What industry are you working in?

- ☐ Automotive
- ☐ Consumer Goods
- ☐ Financial Services/Insurance
- ☐ Medical & Pharma
- ☐ Services
- ☐ Telecommunications
- ☐ Other (please specify)

27. How many employees does your company have?

- ☐ 1 – 5
- ☐ 6 – 9
- ☐ 10 – 19
- ☐ 20 – 49
- ☐ 50 – 99
- ☐ 100 – 199
- ☐ 200 – 249
- ☐ 250 – 499
- ☐ 500 – 999
- ☐ 1.000 – 4.999
- ☐ 5.000 – 9.999
- ☐ 10.000 and more
- ☐ n/a

28. What is the name of your company?

_____

29. What is your official job title?

_____

30. How long have you been working in that position?

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ More than 5 years
- ☐ n/a

31. What organizational area does your position belong to?

- ☐ Design
- ☐ IT
- ☐ Marketing
- ☐ Research & Development
- ☐ Other (please specify)

32. Please indicate your gender

- ☐ Male
- ☐ Female
- ☐ n/a

33. How old are you?

- ☐ < 20
- ☐ 20 - 29
- ☐ 30 - 39
- ☐ 40 - 49
- ☐ 50 – 59
- ☐ 60 +
- ☐ n/a

34. What is the highest level of education you have completed?

- ☐ No educational degree at all
- ☐ Intermediate secondary school-leaving certificate ("Mittlere Reife")
- ☐ Higher education entrance qualification ("Abitur" or "Fachabitur"))
- ☐ Undergraduate degree (e.g. Bachelor´s degree)
- ☐ Postgraduate or professional degree (e.g. Master´s degree)
- ☐ Research degree (e.g. PhD)
- ☐ n/a

35. How much is your monthly net income?

- ☐ less than 1500€
- ☐ 1500 – 2999 €
- ☐ 3000 – 4999 €
- ☐ more than 5000 €
- ☐ n/a

36. Is there anything you want to add or comment concerning this survey?

Thank you very much for your participation!

In case you want to receive an executive summary of my findings once the study is finalized, please provide your email address.

37. Email address?

Appendix 3: SPSS Outputs – Descriptive Data of Overall and Calculation Sample

OVERALL

Sprachauswahl

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Deutsch	93	92,1	92,1	92,1
	English	8	7,9	7,9	100,0
	Total	101	100,0	100,0	

Demo_Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Automotive	10	9,9	14,1	14,1
	Consumer Goods	11	10,9	15,5	29,6
	Financial Services/Insurance	19	18,8	26,8	56,3
	Medical & Pharma	1	1,0	1,4	57,7
	Services	7	6,9	9,9	67,6
	Telecommunications	8	7,9	11,3	78,9
	Other (please specify)	15	14,9	21,1	100,0
	Total	71	70,3	100,0	
Missing	-77	30	29,7		
Total		101	100,0		

Demo_#Employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5	1	1,0	1,4	1,4
	10 - 19	3	3,0	4,3	5,8
	50 - 99	3	3,0	4,3	10,1
	100 - 199	2	2,0	2,9	13,0
	200 - 249	2	2,0	2,9	15,9
	250 - 499	3	3,0	4,3	20,3
	500 - 999	6	5,9	8,7	29,0
	1.000 - 4.999	15	14,9	21,7	50,7
	5.000 - 9.999	5	5,0	7,2	58,0
	10.000 and more	29	28,7	42,0	100,0
	Total	69	68,3	100,0	
Missing	-77	30	29,7		
	n/a	2	2,0		
	Total	32	31,7		
Total		101	100,0		

Demo_Tenure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	12	11,9	16,9	16,9
	1-3 years	24	23,8	33,8	50,7
	3-5 years	14	13,9	19,7	70,4
	More than 5 years	21	20,8	29,6	100,0
	Total	71	70,3	100,0	
Missing	-77	30	29,7		
Total		101	100,0		

Demo_Department

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Design	11	10,9	15,5	15,5
	IT	11	10,9	15,5	31,0
	Marketing	21	20,8	29,6	60,6
	Research & Development	8	7,9	11,3	71,8
	Other (please specify)	20	19,8	28,2	100,0
	Total	71	70,3	100,0	
Missing	-77	30	29,7		
Total		101	100,0		

Demo_Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	52	51,5	74,3	74,3
	Female	18	17,8	25,7	100,0
	Total	70	69,3	100,0	
Missing	-77	30	29,7		
	n/a	1	1,0		
	Total	31	30,7		
Total		101	100,0		

Demo_Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29	3	3,0	4,2	4,2
	30 - 39	36	35,6	50,7	54,9
	40 - 49	26	25,7	36,6	91,5
	50 - 59	6	5,9	8,5	100,0
	Total	71	70,3	100,0	
Missing	-77	30	29,7		
Total		101	100,0		

Demo_Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate secondary school-leaving certificate (	3	3,0	4,3	4,3
	3	7	6,9	10,0	14,3
	4	9	8,9	12,9	27,1
	5	46	45,5	65,7	92,9
	6	5	5,0	7,1	100,0
	Total	70	69,3	100,0	
Missing	-77	30	29,7		
	7	1	1,0		
	Total	31	30,7		
Total		101	100,0		

Demo_Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1500 - 2999 EUR	14	13,9	26,4	26,4
	3000 - 4999 EUR	24	23,8	45,3	71,7
	more than 5000 EUR	15	14,9	28,3	100,0
	Total	53	52,5	100,0	
Missing	-77	30	29,7		
	n/a	18	17,8		
	Total	48	47,5		
Total		101	100,0		

CALCULATION SAMPLE

Sprachauswahl

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Deutsch	63	91,3	91,3	91,3
	English	6	8,7	8,7	100,0
	Total	69	100,0	100,0	

Demo_Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Automotive	9	13,0	13,2	13,2
	Consumer Goods	11	15,9	16,2	29,4
	Financial Services/Insurance	17	24,6	25,0	54,4
	Medical & Pharma	1	1,4	1,5	55,9
	Services	7	10,1	10,3	66,2
	Telecommunications	8	11,6	11,8	77,9
	Other (please specify)	15	21,7	22,1	100,0
	Total	68	98,6	100,0	
Missing	-77	1	1,4		
Total		69	100,0		

Demo_#Employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5	1	1,4	1,5	1,5
	10 - 19	3	4,3	4,5	6,0
	50 - 99	3	4,3	4,5	10,4
	100 - 199	2	2,9	3,0	13,4
	200 - 249	1	1,4	1,5	14,9
	250 - 499	2	2,9	3,0	17,9
	500 - 999	6	8,7	9,0	26,9
	1.000 - 4.999	15	21,7	22,4	49,3
	5.000 - 9.999	5	7,2	7,5	56,7
	10.000 and more	29	42,0	43,3	100,0
	Total	67	97,1	100,0	
Missing	-77	1	1,4		
	n/a	1	1,4		
	Total	2	2,9		
Total		69	100,0		

Demo_Tenure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	12	17,4	17,6	17,6
	1-3 years	23	33,3	33,8	51,5
	3-5 years	13	18,8	19,1	70,6
	More than 5 years	20	29,0	29,4	100,0
	Total	68	98,6	100,0	
Missing	-77	1	1,4		
Total		69	100,0		

Demo_Department

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Design	11	15,9	16,2	16,2
	IT	11	15,9	16,2	32,4
	Marketing	18	26,1	26,5	58,8
	Research & Development	8	11,6	11,8	70,6
	Other (please specify)	20	29,0	29,4	100,0
	Total	68	98,6	100,0	
Missing	-77	1	1,4		
Total		69	100,0		

Demo_Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	72,5	74,6	74,6
	Female	17	24,6	25,4	100,0
	Total	67	97,1	100,0	
Missing	-77	1	1,4		
	n/a	1	1,4		
	Total	2	2,9		
Total		69	100,0		

Demo_Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29	3	4,3	4,4	4,4
	30 - 39	34	49,3	50,0	54,4
	40 - 49	25	36,2	36,8	91,2
	50 - 59	6	8,7	8,8	100,0
	Total	68	98,6	100,0	
Missing	-77	1	1,4		
Total		69	100,0		

Demo_Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate secondary school-leaving certificate (	3	4,3	4,5	4,5
	3	7	10,1	10,4	14,9
	4	9	13,0	13,4	28,4
	5	43	62,3	64,2	92,5
	6	5	7,2	7,5	100,0
	Total	67	97,1	100,0	
Missing	-77	1	1,4		
	7	1	1,4		
	Total	2	2,9		
Total		69	100,0		

Demo_Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1500 - 2999 EUR	14	20,3	27,5	27,5
	3000 - 4999 EUR	23	33,3	45,1	72,5
	more than 5000 EUR	14	20,3	27,5	100,0
	Total	51	73,9	100,0	
Missing	-77	1	1,4		
	n/a	17	24,6		
	Total	18	26,1		
Total		69	100,0		

Appendix 4: SPSS Outputs - State-of-the-Art in UCD

UCD Setup

OVERALL

Setup

		Häufigkeit	Prozent	Gültige Prozente	Kumulierte Prozente
Gültig	I am the only UCD/UX specialist in the company.	12	11,9	11,9	11,9
	I work in a UCD/UX team which operates in a specific department.	21	20,8	20,8	32,7
	I work in a UCD/UX team which operates across different departments.	27	26,7	26,7	59,4
	I work in a UCD/UX team department.	19	18,8	18,8	78,2
	Other (please specify)	22	21,8	21,8	100,0
	Gesamt	101	100,0	100,0	

Note: Some of the "other" statements could have been assigned to existing/new categories.

Members_Department

	N	Minimum	Maximum	Summe
Members_Design	86	0	1	70
Members_IT	86	0	1	58
Members_Marketing	86	0	1	53
Members_RD	86	0	1	38
Members_External	86	0	1	38
Members_Other	86	0	1	23
Gültige Werte (Listenweise)	86			

Project Type

	N	Minimum	Maximum	Summe
Project_Type_Website	98	0	1	71
Project_Type_Application	98	0	1	69
Project_Type_Interface	98	0	1	39
Project_Type_Other	98	0	1	23
Gültige Werte (Listenweise)	98			

Note: Some of the "other" statements could have been assigned to existing/new categories.

#Members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,5	3,5
	2	5	5,0	5,9	9,4
	3	7	6,9	8,2	17,6
	4	14	13,9	16,5	34,1
	5	19	18,8	22,4	56,5
	6	5	5,0	5,9	62,4
	7	4	4,0	4,7	67,1
	8	8	7,9	9,4	76,5
	9	1	1,0	1,2	77,6
	10	6	5,9	7,1	84,7
	12	3	3,0	3,5	88,2
	14	1	1,0	1,2	89,4
	15	3	3,0	3,5	92,9
	20	2	2,0	2,4	95,3
	30	1	1,0	1,2	96,5
	40	1	1,0	1,2	97,6
	50	1	1,0	1,2	98,8
	60	1	1,0	1,2	100,0
	Total	85	84,2	100,0	
Missing	-77	15	14,9		
	0	1	1,0		
	Total	16	15,8		
Total		101	100,0		

#All_Projects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,0	2,8	2,8
	2	6	5,9	8,3	11,1
	3	4	4,0	5,6	16,7
	4	4	4,0	5,6	22,2
	5	6	5,9	8,3	30,6
	6	4	4,0	5,6	36,1
	7	2	2,0	2,8	38,9
	8	5	5,0	6,9	45,8
	9	1	1,0	1,4	47,2
	10	8	7,9	11,1	58,3
	12	2	2,0	2,8	61,1
	15	7	6,9	9,7	70,8
	20	6	5,9	8,3	79,2
	25	1	1,0	1,4	80,6
	30	2	2,0	2,8	83,3
	40	1	1,0	1,4	84,7
	50	7	6,9	9,7	94,4
	80	1	1,0	1,4	95,8
	99	1	1,0	1,4	97,2
	100	2	2,0	2,8	100,0
	Total	72	71,3	100,0	
Missing	-77	1	1,0		
	0	28	27,7		
	Total	29	28,7		
Total		101	100,0		

#Projects:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	15,8	15,8	15,8
	10	5	5,0	5,0	20,8
	13	1	1,0	1,0	21,8
	15	1	1,0	1,0	22,8
	2	17	16,8	16,8	39,6
	20	3	3,0	3,0	42,6
	24	1	1,0	1,0	43,6
	3	21	20,8	20,8	64,4
	3,5	1	1,0	1,0	65,3
	30	1	1,0	1,0	66,3
	4	10	9,9	9,9	76,2
	5	12	11,9	11,9	88,1
	50	1	1,0	1,0	89,1
	6	5	5,0	5,0	94,1
	7	1	1,0	1,0	95,0
	8	2	2,0	2,0	97,0
	9	2	2,0	2,0	99,0
	99	1	1,0	1,0	100,0
	Total	101	100,0	100,0	

Objectives

	N	Minimum	Maximum	Mean	Std. Deviation
Motive_Quality	99	2	7	6,09	1,098
Motive_Features	101	2	7	6,09	1,184
Motive_Acceptance	100	2	7	6,15	1,158
Motive_Satisfaction	100	2	7	6,40	,974
Motive_Relationship	100	1	7	5,37	1,704
Motive_Contact	99	1	7	4,76	1,874
Motive_Productivity	98	2	7	5,76	1,347
Motive_Ideas	101	1	7	5,25	1,658
Motive_Decison	96	1	7	5,07	1,474
Motive_Sales	101	1	7	5,32	1,649
Motive_Development	100	1	7	4,43	1,736
Motive_Training	89	1	7	3,65	1,847
Motive_Support	98	1	7	5,04	1,618
Valid N (listwise)	80				

KPI

	N	Minimum	Maximum	Sum
KPI_CR	96	0	1	64
KPI_MS	96	0	1	26
KPI_ROI	96	0	1	28
KPI_Sales	96	0	1	45
KPI_Retention	96	0	1	71
KPI_Satisfaction	96	0	1	86
KPI_Complaints	96	0	1	44
KPI_Loyalty	96	0	1	50
KPI_Referrals	96	0	1	39
KPI_Dtime	96	0	1	31
KPI_Dcosts	96	0	1	35
KPI_Other	96	0	1	9
Valid N (listwise)	96			

CALCULATION SAMPLE

Setup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am the only UCD/UX specialist in the company.	11	15,9	15,9	15,9
	I work in a UCD/UX team which operates in a specific department.	16	23,2	23,2	39,1
	I work in a UCD/UX team which operates across different departments.	18	26,1	26,1	65,2
	I work in a UCD/UX team department.	9	13,0	13,0	78,3
	Other (please specify)	15	21,7	21,7	100,0
	Total	69	100,0	100,0	

Note: Some of the "other" statements could have been assigned to existing/new categories.

Members_Department

	N	Minimum	Maximum	Sum
Members_Design	69	0	1	57
Members_IT	69	0	1	45
Members_Marketing	69	0	1	41
Members_RD	69	0	1	31
Members_External	69	0	1	29
Members_Other	69	0	1	21
Valid N (listwise)	69			

Project_Type

	N	Minimum	Maximum	Sum
Project_Type_Website	69	0	1	46
Project_Type_Application	69	0	1	50
Project_Type_Interface	69	0	1	26
Project_Type_Other	69	0	1	18
Valid N (listwise)	69			

Note: Some of the "other" statements could have been assigned to existing/new categories.

#Members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	4,3	4,3	4,3
	2	3	4,3	4,3	8,7
	3	3	4,3	4,3	13,0
	4	11	15,9	15,9	29,0
	5	18	26,1	26,1	55,1
	6	5	7,2	7,2	62,3
	7	3	4,3	4,3	66,7
	8	7	10,1	10,1	76,8
	9	1	1,4	1,4	78,3
	10	6	8,7	8,7	87,0
	12	3	4,3	4,3	91,3
	15	2	2,9	2,9	94,2
	20	1	1,4	1,4	95,7
	30	1	1,4	1,4	97,1
	40	1	1,4	1,4	98,6
	50	1	1,4	1,4	100,0
	Total	69	100,0	100,0	

#All_Projects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5,8	7,8	7,8
	3	3	4,3	5,9	13,7
	4	3	4,3	5,9	19,6
	5	6	8,7	11,8	31,4
	6	3	4,3	5,9	37,3
	7	1	1,4	2,0	39,2
	8	4	5,8	7,8	47,1
	10	5	7,2	9,8	56,9
	12	2	2,9	3,9	60,8
	15	4	5,8	7,8	68,6
	20	6	8,7	11,8	80,4
	25	1	1,4	2,0	82,4
	30	2	2,9	3,9	86,3
	40	1	1,4	2,0	88,2
	50	3	4,3	5,9	94,1
	80	1	1,4	2,0	96,1
	99	1	1,4	2,0	98,0
	100	1	1,4	2,0	100,0
	Total	51	73,9	100,0	
Missing	0	18	26,1		
Total		69	100,0		

KPI

	N	Minimum	Maximum	Sum
KPI_CR	69	0	1	43
KPI_MS	69	0	1	21
KPI_ROI	69	0	1	24
KPI_Sales	69	0	1	33
KPI_Retention	69	0	1	55
KPI_Satisfaction	69	0	1	61
KPI_Complaints	69	0	1	40
KPI_Loyalty	69	0	1	38
KPI_Referrals	69	0	1	30
KPI_Dtime	69	0	1	24
KPI_Dcosts	69	0	1	27
KPI_Other	69	0	1	9
Valid N (listwise)	69			

#Projects:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	13,0	13,0	13,0
	10	5	7,2	7,2	20,3
	13	1	1,4	1,4	21,7
	2	13	18,8	18,8	40,6
	20	2	2,9	2,9	43,5
	24	1	1,4	1,4	44,9
	3	16	23,2	23,2	68,1
	3,5	1	1,4	1,4	69,6
	4	7	10,1	10,1	79,7
	5	7	10,1	10,1	89,9
	6	3	4,3	4,3	94,2
	8	1	1,4	1,4	95,7
	9	2	2,9	2,9	98,6
	99	1	1,4	1,4	100,0
	Total	69	100,0	100,0	

Objectives

	N	Minimum	Maximum	Mean	Std. Deviation
Motive_Quality	67	2	7	6,10	1,130
Motive_Features	69	2	7	6,04	1,254
Motive_Acceptance	68	2	7	6,19	1,162
Motive_Satisfaction	68	2	7	6,35	1,033
Motive_Relationship	68	1	7	5,47	1,607
Motive_Contact	68	1	7	4,84	1,858
Motive_Productivity	66	2	7	5,86	1,239
Motive_Ideas	69	2	7	5,36	1,543
Motive_Decison	66	2	7	5,17	1,354
Motive_Sales	69	2	7	5,45	1,491
Motive_Development	68	1	7	4,49	1,749
Motive_Training	64	1	7	3,81	1,868
Motive_Support	67	1	7	5,04	1,637
Valid N (listwise)	56				

UCD Process

OVERALL

Descriptive Statistics

	N	Minimum	Maximum	Sum
Type_AN_Non	101	0	1	55
Type_DS_Non	101	0	1	41
Type_IM_Non	101	0	1	25
Type_DP_Non	101	0	1	31
Type_AN_Light	101	0	1	60
Type_DS_Light	101	0	1	67
Type_IM_Light	101	0	1	40
Type_DP_Light	101	0	1	49
Type_AN_Heavy	101	0	1	71
Type_DS_Heavy	101	0	1	79
Type_IM_Heavy	101	0	1	53
Type_DP_Heavy	101	0	1	58
Type_AN_Expert	101	0	1	64
Type_DS_Expert	101	0	1	67
Type_IM_Expert	101	0	1	45
Type_DP_Expert	101	0	1	48
Type_AN_Lead	101	0	1	48
Type_DS_Lead	101	0	1	57
Type_IM_Lead	101	0	1	39
Type_DP_Lead	101	0	1	45
Type_AN_Current	101	0	1	58
Type_DS_Current	101	0	1	53
Type_IM_Current	101	0	1	31
Type_DP_Current	101	0	1	38
Type_AN_Potential	101	0	1	67
Type_DS_Potential	101	0	1	58
Type_IM_Potential	101	0	1	34
Type_DP_Potential	101	0	1	45
Type_AN_Not	101	0	1	5
Type_DS_Not	101	0	1	5
Type_IM_Not	101	0	1	22
Type_DP_Not	101	0	1	8
Valid N (listwise)	101			

Project_Plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	36,6	43,0	43,0
	No	49	48,5	57,0	100,0
	Total	86	85,1	100,0	
Missing	-77	15	14,9		
Total		101	100,0		

Descriptive Statistics

	N	Minimum	Maximum	Sum
Project_Plan_Mission	37	0	1	18
Project_Plan_User	37	0	1	35
Project_Plan_Functional	37	0	1	34
Project_Plan_Databases	37	0	1	15
Project_Plan_Other	37	0	1	10
Project_Plan_None	37	0	0	0
Valid N (listwise)	37			

Methods_Analysis

	N	Minimum	Maximum	Sum
Analysis_Stakeholders	86	0	1	74
Analysis_Team	86	0	1	60
Analysis_Task	86	0	1	40
Analysis_Research	86	0	1	60
Analysis_Usability	86	0	1	44
Analysis_Heuristic	86	0	1	32
Analysis_Competition	86	0	1	73
Analysis_Personas	86	0	1	64
Analysis_Other	86	0	1	9
Valid N (listwise)	86			

Methods_Design

	N	Minimum	Maximum	Sum
Design_Brainstorming	86	0	1	71
Design_Screenflow	86	0	1	70
Design_Walkthroughs	86	0	1	57
Design_Paper_Pencil	86	0	1	57
Design_Prototypes	86	0	1	81
Design_Usability	86	0	1	69
Design_Research	86	0	1	52
Design_Standards	86	0	1	44
Design_Other	86	0	1	8
Design_None	86	0	0	0
Valid N (listwise)	86			

Testing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	68,3	80,2	80,2
	No	17	16,8	19,8	100,0
	Total	86	85,1	100,0	
Missing	-77	15	14,9		
Total		101	100,0		

Methods_Testing

	N	Minimum	Maximum	Sum
Testing_NOT_Surveys	69	0	1	20
Testing_INT_Surveys	69	0	1	34
Testing_DOM_Surveys	69	0	1	22
Testing_EXT_Surveys	69	0	1	2
Testing_UNI_Surveys	69	0	1	2
Testing_NOT_Qualitative	69	0	1	13
Testing_INT_Qualitative	69	0	1	37
Testing_DOM_Qualitative	69	0	1	30
Testing_EXT_Qualitative	69	0	1	5
Testing_UNI_Qualitative	69	0	1	3
Testing_NOT_Focus	69	0	1	32
Testing_INT_Focus	69	0	1	21
Testing_DOM_Focus	69	0	1	20
Testing_EXT_Focus	69	0	1	2
Testing_UNI_Focus	69	0	1	3
Testing_NOT_Observations	69	0	1	16
Testing_INT_Observations	69	0	1	41
Testing_DOM_Observations	69	0	1	17
Testing_EXT_Observations	69	0	1	1
Testing_UNI_Observations	69	0	1	3
Testing_NOT_Heuristic	69	0	1	36
Testing_INT_Heuristic	69	0	1	24
Testing_DOM_Heuristic	69	0	1	9
Testing_EXT_Heuristic	69	0	1	3
Testing_UNI_Heuristic	69	0	1	2
Testing_NOT_Card	69	0	1	28
Testing_INT_Card	69	0	1	25
Testing_DOM_Card	69	0	1	18
Testing_EXT_Card	69	0	1	2
Testing_UNI_Card	69	0	1	1
Testing_NOT_Ethnographic	69	0	1	56
Testing_INT_Ethnographic	69	0	1	8
Testing_DOM_Ethnographic	69	0	1	5
Testing_EXT_Ethnographic	69	0	1	1
Testing_UNI_Ethnographic	69	0	0	0
Testing_NOT_Participatory	69	0	1	50
Testing_INT_Participatory	69	0	1	13
Testing_DOM_Participatory	69	0	1	8
Testing_EXT_Participatory	69	0	1	1
Testing_UNI_Participatory	69	0	0	0
Valid N (listwise)	69			

CALCULATION SAMPLE

Descriptive Statistics

	N	Minimum	Maximum	Sum
Type_AN_Non	69	0	1	39
Type_DS_Non	69	0	1	28
Type_IM_Non	69	0	1	13
Type_DP_Non	69	0	1	21
Type_AN_Light	69	0	1	41
Type_DS_Light	69	0	1	46
Type_IM_Light	69	0	1	26
Type_DP_Light	69	0	1	35
Type_AN_Heavy	69	0	1	52
Type_DS_Heavy	69	0	1	57
Type_IM_Heavy	69	0	1	36
Type_DP_Heavy	69	0	1	44
Type_AN_Expert	69	0	1	49
Type_DS_Expert	69	0	1	51
Type_IM_Expert	69	0	1	32
Type_DP_Expert	69	0	1	36
Type_AN_Lead	69	0	1	36
Type_DS_Lead	69	0	1	41
Type_IM_Lead	69	0	1	29
Type_DP_Lead	69	0	1	33
Type_AN_Current	69	0	1	45
Type_DS_Current	69	0	1	41
Type_IM_Current	69	0	1	24
Type_DP_Current	69	0	1	28
Type_AN_Potential	69	0	1	48
Type_DS_Potential	69	0	1	43
Type_IM_Potential	69	0	1	24
Type_DP_Potential	69	0	1	33
Type_AN_Not	69	0	1	2
Type_DS_Not	69	0	1	2
Type_IM_Not	69	0	1	18
Type_DP_Not	69	0	1	4
Valid N (listwise)	69			

Project_Plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	43,5	43,5	43,5
	No	39	56,5	56,5	100,0
	Total	69	100,0	100,0	

Descriptive Statistics

	N	Minimum	Maximum	Sum
Project_Plan_Mission	30	0	1	15
Project_Plan_User	30	0	1	28
Project_Plan_Functional	30	0	1	28
Project_Plan_Databases	30	0	1	13
Project_Plan_Other	30	0	1	10
Project_Plan_None	30	0	0	0
Valid N (listwise)	30			

Methods_Analysis

	N	Minimum	Maximum	Sum
Analysis_Stakeholders	69	0	1	59
Analysis_Team	69	0	1	48
Analysis_Task	69	0	1	36
Analysis_Research	69	0	1	48
Analysis_Usability	69	0	1	34
Analysis_Heuristic	69	0	1	28
Analysis_Competition	69	0	1	59
Analysis_Personas	69	0	1	53
Analysis_Other	69	0	1	9
Valid N (listwise)	69			

Methods_Design

	N	Minimum	Maximum	Sum
Design_Brainstorming	69	0	1	58
Design_Screenflow	69	0	1	56
Design_Walkthroughs	69	0	1	48
Design_Paper_Pencil	69	0	1	48
Design_Prototypes	69	0	1	64
Design_Usability	69	0	1	55
Design_Research	69	0	1	41
Design_Standards	69	0	1	37
Design_Other	69	0	1	8
Design_None	69	0	0	0
Valid N (listwise)	69			

Testing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	55	79,7	79,7	79,7
	No	14	20,3	20,3	100,0
	Total	69	100,0	100,0	

Descriptive Statistics

	N	Minimum	Maximum	Sum
Testing_NOT_Surveys	55	0	1	15
Testing_INT_Surveys	55	0	1	28
Testing_DOM_Surveys	55	0	1	17
Testing_EXT_Surveys	55	0	1	2
Testing_UNI_Surveys	55	0	1	1
Testing_NOT_Qualitative	55	0	1	10
Testing_INT_Qualitative	55	0	1	31
Testing_DOM_Qualitative	55	0	1	22
Testing_EXT_Qualitative	55	0	1	5
Testing_UNI_Qualitative	55	0	1	2
Testing_NOT_Focus	55	0	1	25
Testing_INT_Focus	55	0	1	17
Testing_DOM_Focus	55	0	1	16
Testing_EXT_Focus	55	0	1	2
Testing_UNI_Focus	55	0	1	2
Testing_NOT_Observations	55	0	1	14
Testing_INT_Observations	55	0	1	33
Testing_DOM_Observations	55	0	1	10
Testing_EXT_Observations	55	0	1	1
Testing_UNI_Observations	55	0	1	3
Testing_NOT_Heuristic	55	0	1	27
Testing_INT_Heuristic	55	0	1	20
Testing_DOM_Heuristic	55	0	1	6
Testing_EXT_Heuristic	55	0	1	3
Testing_UNI_Heuristic	55	0	1	2
Testing_NOT_Card	55	0	1	24
Testing_INT_Card	55	0	1	19
Testing_DOM_Card	55	0	1	12
Testing_EXT_Card	55	0	1	1
Testing_UNI_Card	55	0	1	1
Testing_NOT_Ethnographic	55	0	1	42
Testing_INT_Ethnographic	55	0	1	8
Testing_DOM_Ethnographic	55	0	1	5
Testing_EXT_Ethnographic	55	0	1	1
Testing_UNI_Ethnographic	55	0	0	0
Testing_NOT_Participatory	55	0	1	39
Testing_INT_Participatory	55	0	1	10
Testing_DOM_Participatory	55	0	1	7
Testing_EXT_Participatory	55	0	1	1
Testing_UNI_Participatory	55	0	0	0
Valid N (listwise)	55			

Appendix 5: SPSS Outputs - Results of Reliability and Factor Analyses

Scale: IT Competence

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,938	,939	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ITComp_Support	71,05	316,613	,758	,896	,933
ITComp_Expertise	70,83	317,430	,692	,778	,934
ITComp_Innovations_Knowledge	71,35	310,336	,808	,813	,931
ITComp_Customer_Links	71,30	304,421	,786	,797	,931
ITComp_Market_Info	71,40	302,451	,797	,743	,931
ITComp_Databases	72,33	312,430	,612	,615	,936
ITComp_Online_Sources	71,98	307,974	,689	,712	,934
ITComp_Analysis	71,38	303,779	,830	,849	,930
ITComp_Decision_Support	72,10	306,451	,743	,711	,933
ITComp_Data_Processing	71,48	305,846	,724	,842	,933
ITComp_Department	71,63	307,984	,625	,742	,936
ITComp_Manager	70,43	325,174	,569	,744	,937
ITComp_Budget	71,30	314,728	,668	,709	,935
ITComp_Apps	71,08	313,712	,663	,742	,935
ITComp_Network	70,35	330,900	,391	,405	,941

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,835
Bartlett's Test of Sphericity	Approx. Chi-Square	453,950
	df	105
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,267	55,114	55,114	8,267	55,114	55,114
2	1,447	9,647	64,762	1,447	9,647	64,762
3	1,073	7,150	71,912	1,073	7,150	71,912
4	,953	6,354	78,266			
5	,619	4,124	82,390			
6	,546	3,641	86,032			
7	,481	3,210	89,241			
8	,424	2,824	92,066			
9	,335	2,235	94,301			
10	,260	1,737	96,037			
11	,193	1,283	97,321			
12	,153	1,017	98,338			
13	,102	,682	99,020			
14	,090	,598	99,618			
15	,057	,382	100,000			

Scale: UCD Competence

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,884	,892	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
UCDComp_Knowledge	24,70	86,284	,734	,726	,864
UCDComp_Expertise	24,68	84,791	,721	,710	,863
UCDComp_Market_Info	24,49	82,612	,644	,488	,871
UCDComp_Data_Processing	25,07	84,174	,676	,497	,867
UCDComp_Department	25,33	75,226	,670	,565	,871
UCDComp_Manager	25,35	77,875	,650	,454	,872
UCDCompt_Budget	25,32	81,541	,712	,587	,862

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,840
Bartlett's Test of Sphericity	Approx. Chi-Square	212,866
	df	21
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,262	60,884	60,884	4,262	60,884	60,884
2	,779	11,124	72,008			
3	,667	9,528	81,536			
4	,464	6,626	88,162			
5	,394	5,623	93,785			
6	,275	3,927	97,711			
7	,160	2,289	100,000			

Scale: Customer Orientation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,841	,856	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CustOr_Customer_Service	40,24	67,184	,648	,482	,816
CustOr_RD_Info	41,22	64,293	,751	,613	,805
CustOr_Competition	40,31	69,940	,616	,528	,822
CustOr_Sense	40,75	64,434	,715	,591	,808
CustOr_Focus_Competition	41,53	61,934	,692	,582	,808
CustOr_Competiton_Differentiation	41,51	70,775	,332	,197	,851
CustOr_Customer_Interest	40,90	73,170	,240	,116	,861
CustOr_Best_Products	41,35	67,513	,666	,524	,815
CustOr_Customer_Existance	41,61	63,483	,533	,316	,830

Item deleted

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,880
Bartlett's Test of Sphericity	Approx. Chi-Square	170,542
	df	28
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,338	54,230	54,230	4,338	54,230	54,230
2	,910	11,378	65,608			
3	,712	8,895	74,504			
4	,577	7,217	81,720			
5	,481	6,014	87,735			
6	,422	5,272	93,006			
7	,306	3,825	96,831			
8	,253	3,169	100,000			

Scale: Innovativeness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,218	,218	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Innovativeness_First-to-market	15,57	9,381	,187	,406	,088
Innovativeness_Established	15,28	9,827	,100	,105	,181
Innovativeness_Mature	15,43	12,400	-,112	,136	,367
Innovativeness_Declining	17,00	9,472	,236	,090	,049
Innovativeness_Cutting_Edge	15,17	9,651	,111	,416	,168

Item deleted

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Innovativeness_First-to-market	11,39	7,412	,348	,398	,125
Innovativeness_Established	11,09	9,821	,013	,089	,503
Innovativeness_Declining	12,81	9,097	,181	,079	,320
Innovativeness_Cutting_Edge	10,98	7,452	,281	,399	,198

Item deleted

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Innovativeness_First-to-market	7,07	4,365	,513	,390	,024
Innovativeness_Declining	8,51	7,551	,041	,005	,766
Innovativeness_Cutting_Edge	6,64	4,199	,453	,388	,120

Item deleted

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	30,874
	df	1
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,636	81,813	81,813	1,636	81,813	81,813
2	,364	18,187	100,000			

Scale: Exploration

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,869	,871	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ExEx_Ideas	22,71	42,209	,683	,641	,844
ExEx_New_Technologies	23,23	39,129	,751	,637	,831
ExEx_Creates products or services that are innovative to the firm.	22,66	41,408	,770	,650	,830
ExEx_Creative_Ways	22,35	43,315	,661	,621	,848
ExEx_New_Segments	23,79	44,234	,533	,394	,870
ExEx_New_Customers	23,08	41,157	,629	,400	,855

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	184,822
	df	15
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,670	61,164	61,164	3,670	61,164	61,164
2	,877	14,622	75,787			
3	,533	8,879	84,666			
4	,387	6,448	91,114			
5	,357	5,956	97,070			
6	,176	2,930	100,000			

Scale: Exploitation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,861	,864	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ExEx_Quality_Cost	26,62	32,530	,664	,483	,837
ExEx_Reliability	26,90	29,249	,761	,622	,817
ExEx_Automation	26,98	32,790	,509	,308	,865
ExEx_Existing_Consumers	26,75	30,322	,700	,544	,829
ExEx_Finetuning	27,00	31,258	,619	,479	,845
ExEx_Customer_Base.	27,10	32,442	,694	,549	,832

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,845
Bartlett's Test of Sphericity	Approx. Chi-Square	163,266
	df	15
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,594	59,896	59,896	3,594	59,896	59,896
2	,791	13,182	73,078			
3	,571	9,524	82,601			
4	,459	7,653	90,255			
5	,316	5,267	95,522			
6	,269	4,478	100,000			

Scale: Top Management Team

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,641	,636	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Mgmt_UCD_Support	13,14	12,361	,588	,367	,445
Mgmt_Vision	13,97	11,792	,651	,494	,393
Mgmt_Risk_averse	14,10	18,334	,104	,121	,766
Mgmt_Experience	13,31	14,250	,406	,401	,583

Item deleted

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,659
Bartlett's Test of Sphericity	Approx. Chi-Square	39,898
	df	3
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,942	64,722	64,722	1,942	64,722	64,722
2	,624	20,791	85,513			
3	,435	14,487	100,000			

Scale: Project Success

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,755	,759	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Outcome_Success	31,69	20,727	,374	,363	,745
Outcome_Innovativeness	32,42	20,327	,405	,430	,739
Outcome_Innovativeness_Process	32,31	19,198	,442	,420	,733
Outcome_Efficiency	32,46	19,234	,560	,457	,708
Outcome_Satisfaction	31,67	19,675	,530	,449	,715
Outcome_Morale	31,90	18,834	,425	,631	,739
Outcome_Productivity	32,31	17,707	,595	,710	,696

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,621
Bartlett's Test of Sphericity	Approx. Chi-Square	128,502
	df	21
	Sig.	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,890	41,287	41,287	2,890	41,287	41,287
2	1,427	20,386	61,673	1,427	20,386	61,673
3	1,162	16,596	78,269	1,162	16,596	78,269
4	,603	8,619	86,888			
5	,386	5,521	92,409			
6	,364	5,196	97,605			
7	,168	2,395	100,000			

Appendix 6: SPSS Outputs - Descriptive Statistics & Correlations of Constructs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Project_Success	52	3,29	6,57	5,3516	,71929	,517
Customer Orientation	51	1,75	6,63	5,1127	1,06924	1,143
IT Competence	40	2,00	7,00	5,0950	1,25894	1,585
UCD Competence	57	1,29	7,00	4,1654	1,49289	2,229
Innovativeness	62	1,50	7,00	4,3065	1,36212	1,855
Top Management Team	65	1,67	7,00	4,7282	1,37676	1,895
Ambidexterity (additive)	59	5,000	13,833	9,97175	2,193938	4,813
Valid N (listwise)	29					

Correlations

		Project_Success	Customer Orientation	IT Competence	UCD Competence	Innovativeness	Top Management Team	Ambidexterity (additive)
Project_Success	Pearson Correlation	1	,417**	,113	,186	,134	,327*	,411**
	Sig. (2-tailed)		,007	,519	,226	,363	,021	,004
	N	52	41	35	44	48	50	47
Customer Orientation	Pearson Correlation	,417**	1	,633**	,657**	,602**	,582**	,721**
	Sig. (2-tailed)	,007		,000	,000	,000	,000	,000
	N	41	51	34	46	51	50	48
IT Competence	Pearson Correlation	,113	,633**	1	,791**	,584**	,470**	,737**
	Sig. (2-tailed)	,519	,000		,000	,000	,003	,000
	N	35	34	40	38	37	39	37
UCD Competence	Pearson Correlation	,186	,657**	,791**	1	,364**	,498**	,589**
	Sig. (2-tailed)	,226	,000	,000		,007	,000	,000
	N	44	46	38	57	53	55	50
Innovativeness	Pearson Correlation	,134	,602**	,584**	,364**	1	,451**	,665**
	Sig. (2-tailed)	,363	,000	,000	,007		,000	,000
	N	48	51	37	53	62	58	57
Top Management Team	Pearson Correlation	,327*	,582**	,470**	,498**	,451**	1	,606**
	Sig. (2-tailed)	,021	,000	,003	,000	,000		,000
	N	50	50	39	55	58	65	56
Ambidexterity (additive)	Pearson Correlation	,411**	,721**	,737**	,589**	,665**	,606**	1
	Sig. (2-tailed)	,004	,000	,000	,000	,000	,000	
	N	47	48	37	50	57	56	59

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 7: SPSS Outputs - Winner vs. Loser

Descriptive data concerning the Project Success to Split Sample

Statistics

Project_Success

N	Valid	52
	Missing	17
Mean		5,3516
Median		5,3571
Std. Deviation		,71929
Minimum		3,29
Maximum		6,57

Descriptive data concerning the binomial Winner_Loser variable

Statistics

Winner_Loser

N	Valid	52
	Missing	17
Mean		,5000
Median		,5000
Std. Deviation		,50488
Minimum		,00
Maximum		1,00

Winner_Loser

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loser	26	37,7	50,0	50,0
	Winner	26	37,7	50,0	100,0
	Total	52	75,4	100,0	
Missing	System	17	24,6		
Total		69	100,0		

Normality tests for UCD motives – Winner vs. Loser analysis

Tests of Normality

	Winner_Loser	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Motive_Quality	Loser	,303	21	,000	,776	21	,000
	Winner	,357	24	,000	,715	24	,000
Motive_Features	Loser	,199	21	,030	,858	21	,006
	Winner	,370	24	,000	,698	24	,000
Motive_Acceptance	Loser	,267	21	,000	,799	21	,001
	Winner	,365	24	,000	,702	24	,000
Motive_Satisfaction	Loser	,229	21	,005	,798	21	,001
	Winner	,450	24	,000	,578	24	,000
Motive_Relationship	Loser	,225	21	,007	,853	21	,005
	Winner	,250	24	,000	,814	24	,000
Motive_Contact	Loser	,195	21	,035	,832	21	,002
	Winner	,191	24	,024	,878	24	,008
Motive_Productivity	Loser	,232	21	,005	,881	21	,015
	Winner	,246	24	,001	,809	24	,000
Motive_Ideas	Loser	,157	21	,192	,939	21	,212
	Winner	,305	24	,000	,780	24	,000
Motive_Decison	Loser	,225	21	,007	,920	21	,086
	Winner	,260	24	,000	,812	24	,000
Motive_Sales	Loser	,296	21	,000	,847	21	,004
	Winner	,254	24	,000	,774	24	,000
Motive_Development	Loser	,186	21	,056	,951	21	,352
	Winner	,180	24	,044	,885	24	,010
Motive_Training	Loser	,151	21	,200*	,947	21	,299
	Winner	,167	24	,081	,910	24	,035
Motive_Support	Loser	,211	21	,015	,921	21	,092
	Winner	,219	24	,004	,874	24	,006

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

t-test concerning Motives

Group Statistics

	Winner_Loser	N	Mean	Std. Deviation	Std. Error Mean
Motive_Quality	Winner	25	6,44	,768	,154
	Loser	26	5,88	1,275	,250
Motive_Features	Winner	26	6,12	1,306	,256
	Loser	26	5,73	1,343	,263
Motive_Acceptance	Winner	26	6,42	,902	,177
	Loser	25	5,88	1,394	,279
Motive_Satisfaction	Winner	26	6,69	,618	,121
	Loser	25	6,00	1,258	,252
Motive_Relationship	Winner	26	5,85	1,488	,292
	Loser	26	4,88	1,840	,361
Motive_Contact	Winner	26	4,88	1,904	,373
	Loser	26	4,73	1,909	,374
Motive_Productivity	Winner	26	6,23	,815	,160
	Loser	24	5,46	1,503	,307
Motive_Ideas	Winner	26	5,50	1,655	,325
	Loser	26	4,69	1,379	,270
Motive_Decison	Winner	25	5,96	1,172	,234
	Loser	25	4,72	1,275	,255
Motive_Sales	Winner	26	5,77	1,478	,290
	Loser	26	5,08	1,598	,313
Motive_Development	Winner	26	4,73	1,779	,349
	Loser	25	4,48	1,531	,306
Motive_Training	Winner	26	4,46	1,702	,334
	Loser	24	3,38	1,789	,365
Motive_Support	Winner	26	5,31	1,543	,303
	Loser	26	4,92	1,573	,308

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Motive_Quality	Equal variances assumed	1,025	,316	1,875	49	,067	,555	,296	-,040	1,151
	Equal variances not assumed			1,892	41,301	,065	,555	,294	-,037	1,148
Motive_Features	Equal variances assumed	,002	,965	1,047	50	,300	,385	,367	-,353	1,123
	Equal variances not assumed			1,047	49,961	,300	,385	,367	-,353	1,123
Motive_Acceptance	Equal variances assumed	5,122	,028	1,658	49	,104	,543	,328	-,115	1,201
	Equal variances not assumed			1,645	40,860	,108	,543	,330	-,124	1,210
Motive_Satisfaction	Equal variances assumed	7,920	,007	2,509	49	,015	,692	,276	,138	1,247
	Equal variances not assumed			2,479	34,626	,018	,692	,279	,125	1,260
Motive_Relationship	Equal variances assumed	1,884	,176	2,072	50	,043	,962	,464	,029	1,894
	Equal variances not assumed			2,072	47,907	,044	,962	,464	,028	1,895
Motive_Contact	Equal variances assumed	,002	,966	,291	50	,772	,154	,529	-,908	1,216
	Equal variances not assumed			,291	50,000	,772	,154	,529	-,908	1,216
Motive_Productivity	Equal variances assumed	14,710	,000	2,283	48	,027	,772	,338	,092	1,453
	Equal variances not assumed			2,233	34,826	,032	,772	,346	,070	1,475
Motive_Ideas	Equal variances assumed	1,902	,174	1,912	50	,062	,808	,423	-,041	1,656
	Equal variances not assumed			1,912	48,420	,062	,808	,423	-,042	1,657
Motive_Decison	Equal variances assumed	,398	,531	3,580	48	,001	1,240	,346	,543	1,937
	Equal variances not assumed			3,580	47,660	,001	1,240	,346	,543	1,937
Motive_Sales	Equal variances assumed	,109	,743	1,622	50	,111	,692	,427	-,165	1,550
	Equal variances not assumed			1,622	49,698	,111	,692	,427	-,165	1,550
Motive_Development	Equal variances assumed	1,467	,232	,539	49	,593	,251	,466	-,685	1,186
	Equal variances not assumed			,540	48,419	,591	,251	,464	-,682	1,184
Motive_Training	Equal variances assumed	,004	,949	2,200	48	,033	1,087	,494	,094	2,079
	Equal variances not assumed			2,196	47,188	,033	1,087	,495	,091	2,082
Motive_Support	Equal variances assumed	,015	,903	,890	50	,378	,385	,432	-,483	1,253
	Equal variances not assumed			,890	49,982	,378	,385	,432	-,483	1,253

Crosstabs – Types of Users

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type_AN_Non * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Non * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Non * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Non * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Light * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Light * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Light * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Light * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Heavy * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Heavy * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Heavy * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Heavy * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Expert * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Expert * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Expert * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Expert * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Lead * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Lead * Winner_Loser	52	75,4%	17	24,6%	69	100,0%

Type_IM_Lead * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Lead * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Current * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Current * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Current * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Current * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Potential * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Potential * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Potential * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Potential * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_AN_Not * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DS_Not * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_IM_Not * Winner_Loser	52	75,4%	17	24,6%	69	100,0%
Type_DP_Not * Winner_Loser	52	75,4%	17	24,6%	69	100,0%

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Non	not quoted	Count	11	10	21
		% within Type_AN_Non	52,4%	47,6%	100,0%
		% within Winner_Loser	42,3%	38,5%	40,4%
		% of Total	21,2%	19,2%	40,4%
	quoted	Count	15	16	31
		% within Type_AN_Non	48,4%	51,6%	100,0%
		% within Winner_Loser	57,7%	61,5%	59,6%
		% of Total	28,8%	30,8%	59,6%
Total		Count	26	26	52
		% within Type_AN_Non	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,080[a]	1	,777		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,080	1	,777		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,078	1	,780		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,039			,777
	Cramer's V	,039			,777
Interval by Interval	Pearson's R	,039	,139	,277	,783[c]
Ordinal by Ordinal	Spearman Correlation	,039	,139	,277	,783[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Non	not quoted	Count	15	16	31
		% within Type_DS_Non	48,4%	51,6%	100,0%
		% within Winner_Loser	57,7%	61,5%	59,6%
		% of Total	28,8%	30,8%	59,6%
	quoted	Count	11	10	21
		% within Type_DS_Non	52,4%	47,6%	100,0%
		% within Winner_Loser	42,3%	38,5%	40,4%
		% of Total	21,2%	19,2%	40,4%
Total		Count	26	26	52
		% within Type_DS_Non	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,080[a]	1	,777		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,080	1	,777		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,078	1	,780		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,039			,777
	Cramer's V	,039			,777
Interval by Interval	Pearson's R	-,039	,139	-,277	,783[c]
Ordinal by Ordinal	Spearman Correlation	-,039	,139	-,277	,783[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Non	not quoted	Count	19	21	40
		% within Type_IM_Non	47,5%	52,5%	100,0%
		% within Winner_Loser	73,1%	80,8%	76,9%
		% of Total	36,5%	40,4%	76,9%
	quoted	Count	7	5	12
		% within Type_IM_Non	58,3%	41,7%	100,0%
		% within Winner_Loser	26,9%	19,2%	23,1%
		% of Total	13,5%	9,6%	23,1%
Total		Count	26	26	52
		% within Type_IM_Non	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,433[a]	1	,510		
Continuity Correction[b]	,108	1	,742		
Likelihood Ratio	,435	1	,510		
Fisher's Exact Test				,743	,372
Linear-by-Linear Association	,425	1	,514		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,091			,510
	Cramer's V	,091			,510
Interval by Interval	Pearson's R	-,091	,137	-,648	,520[c]
Ordinal by Ordinal	Spearman Correlation	-,091	,137	-,648	,520[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Non	not quoted	Count	19	18	37
		% within Type_DP_Non	51,4%	48,6%	100,0%
		% within Winner_Loser	73,1%	69,2%	71,2%
		% of Total	36,5%	34,6%	71,2%
	quoted	Count	7	8	15
		% within Type_DP_Non	46,7%	53,3%	100,0%
		% within Winner_Loser	26,9%	30,8%	28,8%
		% of Total	13,5%	15,4%	28,8%
Total		Count	26	26	52
		% within Type_DP_Non	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,094[a]	1	,760		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,094	1	,759		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,092	1	,762		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,042			,760
	Cramer's V	,042			,760
Interval by Interval	Pearson's R	,042	,138	,300	,765[c]
Ordinal by Ordinal	Spearman Correlation	,042	,138	,300	,765[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Light	not quoted	Count	11	9	20
		% within Type_AN_Light	55,0%	45,0%	100,0%
		% within Winner_Loser	42,3%	34,6%	38,5%
		% of Total	21,2%	17,3%	38,5%
	quoted	Count	15	17	32
		% within Type_AN_Light	46,9%	53,1%	100,0%
		% within Winner_Loser	57,7%	65,4%	61,5%
		% of Total	28,8%	32,7%	61,5%
Total		Count	26	26	52
		% within Type_AN_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,325[a]	1	,569		
Continuity Correction[b]	,081	1	,776		
Likelihood Ratio	,325	1	,568		
Fisher's Exact Test				,776	,388
Linear-by-Linear Association	,319	1	,572		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,079			,569
	Cramer's V	,079			,569
Interval by Interval	Pearson's R	,079	,138	,561	,577[c]
Ordinal by Ordinal	Spearman Correlation	,079	,138	,561	,577[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Light	not quoted	Count	9	10	19
		% within Type_DS_Light	47,4%	52,6%	100,0%
		% within Winner_Loser	34,6%	38,5%	36,5%
		% of Total	17,3%	19,2%	36,5%
	quoted	Count	17	16	33
		% within Type_DS_Light	51,5%	48,5%	100,0%
		% within Winner_Loser	65,4%	61,5%	63,5%
		% of Total	32,7%	30,8%	63,5%
Total		Count	26	26	52
		% within Type_DS_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,083[a]	1	,773		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,083	1	,773		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,081	1	,775		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,040			,773
	Cramer's V	,040			,773
Interval by Interval	Pearson's R	-,040	,139	-,283	,779[c]
Ordinal by Ordinal	Spearman Correlation	-,040	,139	-,283	,779[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Light	not quoted	Count	17	17	34
		% within Type_IM_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	65,4%	65,4%	65,4%
		% of Total	32,7%	32,7%	65,4%
	quoted	Count	9	9	18
		% within Type_IM_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	34,6%	34,6%	34,6%
		% of Total	17,3%	17,3%	34,6%
Total		Count	26	26	52
		% within Type_IM_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000[a]	1	1,000		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,000	1	1,000		
Fisher's Exact Test				1,000	,614
Linear-by-Linear Association	,000	1	1,000		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,000			1,000
	Cramer's V	,000			1,000
Interval by Interval	Pearson's R	,000	,139	,000	1,000[c]
Ordinal by Ordinal	Spearman Correlation	,000	,139	,000	1,000[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Light	not quoted	Count	14	14	28
		% within Type_DP_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	53,8%	53,8%	53,8%
		% of Total	26,9%	26,9%	53,8%
	quoted	Count	12	12	24
		% within Type_DP_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	46,2%	46,2%	46,2%
		% of Total	23,1%	23,1%	46,2%
Total		Count	26	26	52
		% within Type_DP_Light	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000[a]	1	1,000		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,000	1	1,000		
Fisher's Exact Test				1,000	,609
Linear-by-Linear Association	,000	1	1,000		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 12,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,000			1,000
	Cramer's V	,000			1,000
Interval by Interval	Pearson's R	,000	,139	,000	1,000[c]
Ordinal by Ordinal	Spearman Correlation	,000	,139	,000	1,000[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Heavy	not quoted	Count	7	6	13
		% within Type_AN_Heavy	53,8%	46,2%	100,0%
		% within Winner_Loser	26,9%	23,1%	25,0%
		% of Total	13,5%	11,5%	25,0%
	quoted	Count	19	20	39
		% within Type_AN_Heavy	48,7%	51,3%	100,0%
		% within Winner_Loser	73,1%	76,9%	75,0%
		% of Total	36,5%	38,5%	75,0%
Total		Count	26	26	52
		% within Type_AN_Heavy	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,103[a]	1	,749		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,103	1	,749		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,101	1	,751		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,044			,749
	Cramer's V	,044			,749
Interval by Interval	Pearson's R	,044	,138	,314	,755[c]
Ordinal by Ordinal	Spearman Correlation	,044	,138	,314	,755[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Heavy	not quoted	Count	5	4	9
		% within Type_DS_Heavy	55,6%	44,4%	100,0%
		% within Winner_Loser	19,2%	15,4%	17,3%
		% of Total	9,6%	7,7%	17,3%
	quoted	Count	21	22	43
		% within Type_DS_Heavy	48,8%	51,2%	100,0%
		% within Winner_Loser	80,8%	84,6%	82,7%
		% of Total	40,4%	42,3%	82,7%
Total		Count	26	26	52
		% within Type_DS_Heavy	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,134[a]	1	,714		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,135	1	,714		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,132	1	,717		
N of Valid Cases	52				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 4,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,051			,714
	Cramer's V	,051			,714
Interval by Interval	Pearson's R	,051	,138	,360	,720[c]
Ordinal by Ordinal	Spearman Correlation	,051	,138	,360	,720[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Heavy	not quoted	Count	10	15	25
		% within Type_IM_Heavy	40,0%	60,0%	100,0%
		% within Winner_Loser	38,5%	57,7%	48,1%
		% of Total	19,2%	28,8%	48,1%
	quoted	Count	16	11	27
		% within Type_IM_Heavy	59,3%	40,7%	100,0%
		% within Winner_Loser	61,5%	42,3%	51,9%
		% of Total	30,8%	21,2%	51,9%
Total		Count	26	26	52
		% within Type_IM_Heavy	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,926[a]	1	,165		
Continuity Correction[b]	1,233	1	,267		
Likelihood Ratio	1,938	1	,164		
Fisher's Exact Test				,267	,133
Linear-by-Linear Association	1,889	1	,169		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 12,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,192			,165
	Cramer's V	,192			,165
Interval by Interval	Pearson's R	-,192	,136	-1,387	,172[c]
Ordinal by Ordinal	Spearman Correlation	-,192	,136	-1,387	,172[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Heavy	not quoted	Count	10	11	21
		% within Type_DP_Heavy	47,6%	52,4%	100,0%
		% within Winner_Loser	38,5%	42,3%	40,4%
		% of Total	19,2%	21,2%	40,4%
	quoted	Count	16	15	31
		% within Type_DP_Heavy	51,6%	48,4%	100,0%
		% within Winner_Loser	61,5%	57,7%	59,6%
		% of Total	30,8%	28,8%	59,6%
Total		Count	26	26	52
		% within Type_DP_Heavy	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,080[a]	1	,777		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,080	1	,777		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,078	1	,780		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,039			,777
	Cramer's V	,039			,777
Interval by Interval	Pearson's R	-,039	,139	-,277	,783[c]
Ordinal by Ordinal	Spearman Correlation	-,039	,139	-,277	,783[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Expert	not quoted	Count	7	9	16
		% within Type_AN_Expert	43,8%	56,2%	100,0%
		% within Winner_Loser	26,9%	34,6%	30,8%
		% of Total	13,5%	17,3%	30,8%
	quoted	Count	19	17	36
		% within Type_AN_Expert	52,8%	47,2%	100,0%
		% within Winner_Loser	73,1%	65,4%	69,2%
		% of Total	36,5%	32,7%	69,2%
Total		Count	26	26	52
		% within Type_AN_Expert	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,361[a]	1	,548		
Continuity Correction[b]	,090	1	,764		
Likelihood Ratio	,362	1	,547		
Fisher's Exact Test				,764	,382
Linear-by-Linear Association	,354	1	,552		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,083			,548
	Cramer's V	,083			,548
Interval by Interval	Pearson's R	-,083	,138	-,591	,557[c]
Ordinal by Ordinal	Spearman Correlation	-,083	,138	-,591	,557[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Expert	not quoted	Count	6	10	16
		% within Type_DS_Expert	37,5%	62,5%	100,0%
		% within Winner_Loser	23,1%	38,5%	30,8%
		% of Total	11,5%	19,2%	30,8%
	quoted	Count	20	16	36
		% within Type_DS_Expert	55,6%	44,4%	100,0%
		% within Winner_Loser	76,9%	61,5%	69,2%
		% of Total	38,5%	30,8%	69,2%
Total		Count	26	26	52
		% within Type_DS_Expert	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,444[a]	1	,229		
Continuity Correction[b]	,813	1	,367		
Likelihood Ratio	1,456	1	,228		
Fisher's Exact Test				,368	,184
Linear-by-Linear Association	1,417	1	,234		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,167			,229
	Cramer's V	,167			,229
Interval by Interval	Pearson's R	-,167	,136	-1,195	,238[c]
Ordinal by Ordinal	Spearman Correlation	-,167	,136	-1,195	,238[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Expert	not quoted	Count	11	18	29
		% within Type_IM_Expert	37,9%	62,1%	100,0%
		% within Winner_Loser	42,3%	69,2%	55,8%
		% of Total	21,2%	34,6%	55,8%
	quoted	Count	15	8	23
		% within Type_IM_Expert	65,2%	34,8%	100,0%
		% within Winner_Loser	57,7%	30,8%	44,2%
		% of Total	28,8%	15,4%	44,2%
Total		Count	26	26	52
		% within Type_IM_Expert	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,820[a]	1	,051		
Continuity Correction[b]	2,807	1	,094		
Likelihood Ratio	3,871	1	,049		
Fisher's Exact Test				,093	,046
Linear-by-Linear Association	3,747	1	,053		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,271			,051
	Cramer's V	,271			,051
Interval by Interval	Pearson's R	-,271	,133	-1,991	,052[c]
Ordinal by Ordinal	Spearman Correlation	-,271	,133	-1,991	,052[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Expert	not quoted	Count	12	17	29
		% within Type_DP_Expert	41,4%	58,6%	100,0%
		% within Winner_Loser	46,2%	65,4%	55,8%
		% of Total	23,1%	32,7%	55,8%
	quoted	Count	14	9	23
		% within Type_DP_Expert	60,9%	39,1%	100,0%
		% within Winner_Loser	53,8%	34,6%	44,2%
		% of Total	26,9%	17,3%	44,2%
Total		Count	26	26	52
		% within Type_DP_Expert	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,949[a]	1	,163		
Continuity Correction[b]	1,247	1	,264		
Likelihood Ratio	1,962	1	,161		
Fisher's Exact Test				,264	,132
Linear-by-Linear Association	1,912	1	,167		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,194			,163
	Cramer's V	,194			,163
Interval by Interval	Pearson's R	-,194	,136	-1,395	,169[c]
Ordinal by Ordinal	Spearman Correlation	-,194	,136	-1,395	,169[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Lead	not quoted	Count	14	12	26
		% within Type_AN_Lead	53,8%	46,2%	100,0%
		% within Winner_Loser	53,8%	46,2%	50,0%
		% of Total	26,9%	23,1%	50,0%
	quoted	Count	12	14	26
		% within Type_AN_Lead	46,2%	53,8%	100,0%
		% within Winner_Loser	46,2%	53,8%	50,0%
		% of Total	23,1%	26,9%	50,0%
Total		Count	26	26	52
		% within Type_AN_Lead	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,308[a]	1	,579		
Continuity Correction[b]	,077	1	,782		
Likelihood Ratio	,308	1	,579		
Fisher's Exact Test				,782	,391
Linear-by-Linear Association	,302	1	,583		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 13,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,077			,579
	Cramer's V	,077			,579
Interval by Interval	Pearson's R	,077	,138	,546	,588[c]
Ordinal by Ordinal	Spearman Correlation	,077	,138	,546	,588[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Lead	not quoted	Count	13	8	21
		% within Type_DS_Lead	61,9%	38,1%	100,0%
		% within Winner_Loser	50,0%	30,8%	40,4%
		% of Total	25,0%	15,4%	40,4%
	quoted	Count	13	18	31
		% within Type_DS_Lead	41,9%	58,1%	100,0%
		% within Winner_Loser	50,0%	69,2%	59,6%
		% of Total	25,0%	34,6%	59,6%
Total		Count	26	26	52
		% within Type_DS_Lead	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,997[a]	1	,158		
Continuity Correction[b]	1,278	1	,258		
Likelihood Ratio	2,012	1	,156		
Fisher's Exact Test				,258	,129
Linear-by-Linear Association	1,959	1	,162		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,196			,158
	Cramer's V	,196			,158
Interval by Interval	Pearson's R	,196	,136	1,413	,164[c]
Ordinal by Ordinal	Spearman Correlation	,196	,136	1,413	,164[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Lead	not quoted	Count	13	18	31
		% within Type_IM_Lead	41,9%	58,1%	100,0%
		% within Winner_Loser	50,0%	69,2%	59,6%
		% of Total	25,0%	34,6%	59,6%
	quoted	Count	13	8	21
		% within Type_IM_Lead	61,9%	38,1%	100,0%
		% within Winner_Loser	50,0%	30,8%	40,4%
		% of Total	25,0%	15,4%	40,4%
Total		Count	26	26	52
		% within Type_IM_Lead	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,997[a]	1	,158		
Continuity Correction[b]	1,278	1	,258		
Likelihood Ratio	2,012	1	,156		
Fisher's Exact Test				,258	,129
Linear-by-Linear Association	1,959	1	,162		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,196			,158
	Cramer's V	,196			,158
Interval by Interval	Pearson's R	-,196	,136	-1,413	,164[c]
Ordinal by Ordinal	Spearman Correlation	-,196	,136	-1,413	,164[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Lead	not quoted	Count	13	16	29
		% within Type_DP_Lead	44,8%	55,2%	100,0%
		% within Winner_Loser	50,0%	61,5%	55,8%
		% of Total	25,0%	30,8%	55,8%
	quoted	Count	13	10	23
		% within Type_DP_Lead	56,5%	43,5%	100,0%
		% within Winner_Loser	50,0%	38,5%	44,2%
		% of Total	25,0%	19,2%	44,2%
Total		Count	26	26	52
		% within Type_DP_Lead	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,702[a]	1	,402		
Continuity Correction[b]	,312	1	,577		
Likelihood Ratio	,703	1	,402		
Fisher's Exact Test				,577	,289
Linear-by-Linear Association	,688	1	,407		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,116			,402
	Cramer's V	,116			,402
Interval by Interval	Pearson's R	-,116	,138	-,827	,412[c]
Ordinal by Ordinal	Spearman Correlation	-,116	,138	-,827	,412[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Current	not quoted	Count	10	8	18
		% within Type_AN_Current	55,6%	44,4%	100,0%
		% within Winner_Loser	38,5%	30,8%	34,6%
		% of Total	19,2%	15,4%	34,6%
	quoted	Count	16	18	34
		% within Type_AN_Current	47,1%	52,9%	100,0%
		% within Winner_Loser	61,5%	69,2%	65,4%
		% of Total	30,8%	34,6%	65,4%
Total		Count	26	26	52
		% within Type_AN_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,340[a]	1	,560		
Continuity Correction[b]	,085	1	,771		
Likelihood Ratio	,340	1	,560		
Fisher's Exact Test				,771	,386
Linear-by-Linear Association	,333	1	,564		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,081			,560
	Cramer's V	,081			,560
Interval by Interval	Pearson's R	,081	,138	,574	,569[c]
Ordinal by Ordinal	Spearman Correlation	,081	,138	,574	,569[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Current	not quoted	Count	13	7	20
		% within Type_DS_Current	65,0%	35,0%	100,0%
		% within Winner_Loser	50,0%	26,9%	38,5%
		% of Total	25,0%	13,5%	38,5%
	quoted	Count	13	19	32
		% within Type_DS_Current	40,6%	59,4%	100,0%
		% within Winner_Loser	50,0%	73,1%	61,5%
		% of Total	25,0%	36,5%	61,5%
Total		Count	26	26	52
		% within Type_DS_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,925[a]	1	,087		
Continuity Correction[b]	2,031	1	,154		
Likelihood Ratio	2,960	1	,085		
Fisher's Exact Test				,153	,077
Linear-by-Linear Association	2,869	1	,090		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,237			,087
	Cramer's V	,237			,087
Interval by Interval	Pearson's R	,237	,134	1,726	,090[c]
Ordinal by Ordinal	Spearman Correlation	,237	,134	1,726	,090[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Current	not quoted	Count	18	16	34
		% within Type_IM_Current	52,9%	47,1%	100,0%
		% within Winner_Loser	69,2%	61,5%	65,4%
		% of Total	34,6%	30,8%	65,4%
	quoted	Count	8	10	18
		% within Type_IM_Current	44,4%	55,6%	100,0%
		% within Winner_Loser	30,8%	38,5%	34,6%
		% of Total	15,4%	19,2%	34,6%
Total		Count	26	26	52
		% within Type_IM_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,340[a]	1	,560		
Continuity Correction[b]	,085	1	,771		
Likelihood Ratio	,340	1	,560		
Fisher's Exact Test				,771	,386
Linear-by-Linear Association	,333	1	,564		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,081			,560
	Cramer's V	,081			,560
Interval by Interval	Pearson's R	,081	,138	,574	,569[c]
Ordinal by Ordinal	Spearman Correlation	,081	,138	,574	,569[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Current	not quoted	Count	16	16	32
		% within Type_DP_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	61,5%	61,5%	61,5%
		% of Total	30,8%	30,8%	61,5%
	quoted	Count	10	10	20
		% within Type_DP_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	38,5%	38,5%	38,5%
		% of Total	19,2%	19,2%	38,5%
Total		Count	26	26	52
		% within Type_DP_Current	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000[a]	1	1,000		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,000	1	1,000		
Fisher's Exact Test				1,000	,612
Linear-by-Linear Association	,000	1	1,000		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,000			1,000
	Cramer's V	,000			1,000
Interval by Interval	Pearson's R	,000	,139	,000	1,000[c]
Ordinal by Ordinal	Spearman Correlation	,000	,139	,000	1,000[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Potential	not quoted	Count	9	6	15
		% within Type_AN_Potential	60,0%	40,0%	100,0%
		% within Winner_Loser	34,6%	23,1%	28,8%
		% of Total	17,3%	11,5%	28,8%
	quoted	Count	17	20	37
		% within Type_AN_Potential	45,9%	54,1%	100,0%
		% within Winner_Loser	65,4%	76,9%	71,2%
		% of Total	32,7%	38,5%	71,2%
Total		Count	26	26	52
		% within Type_AN_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,843[a]	1	,358		
Continuity Correction[b]	,375	1	,540		
Likelihood Ratio	,848	1	,357		
Fisher's Exact Test				,541	,271
Linear-by-Linear Association	,827	1	,363		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,127			,358
	Cramer's V	,127			,358
Interval by Interval	Pearson's R	,127	,137	,908	,368[c]
Ordinal by Ordinal	Spearman Correlation	,127	,137	,908	,368[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Potential	not quoted	Count	10	8	18
		% within Type_DS_Potential	55,6%	44,4%	100,0%
		% within Winner_Loser	38,5%	30,8%	34,6%
		% of Total	19,2%	15,4%	34,6%
	quoted	Count	16	18	34
		% within Type_DS_Potential	47,1%	52,9%	100,0%
		% within Winner_Loser	61,5%	69,2%	65,4%
		% of Total	30,8%	34,6%	65,4%
Total		Count	26	26	52
		% within Type_DS_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,340[a]	1	,560		
Continuity Correction[b]	,085	1	,771		
Likelihood Ratio	,340	1	,560		
Fisher's Exact Test				,771	,386
Linear-by-Linear Association	,333	1	,564		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,081			,560
	Cramer's V	,081			,560
Interval by Interval	Pearson's R	,081	,138	,574	,569[c]
Ordinal by Ordinal	Spearman Correlation	,081	,138	,574	,569[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Potential	not quoted	Count	17	17	34
		% within Type_IM_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	65,4%	65,4%	65,4%
		% of Total	32,7%	32,7%	65,4%
	quoted	Count	9	9	18
		% within Type_IM_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	34,6%	34,6%	34,6%
		% of Total	17,3%	17,3%	34,6%
Total		Count	26	26	52
		% within Type_IM_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000[a]	1	1,000		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,000	1	1,000		
Fisher's Exact Test				1,000	,614
Linear-by-Linear Association	,000	1	1,000		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,000			1,000
	Cramer's V	,000			1,000
Interval by Interval	Pearson's R	,000	,139	,000	1,000[c]
Ordinal by Ordinal	Spearman Correlation	,000	,139	,000	1,000[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Potential	not quoted	Count	14	15	29
		% within Type_DP_Potential	48,3%	51,7%	100,0%
		% within Winner_Loser	53,8%	57,7%	55,8%
		% of Total	26,9%	28,8%	55,8%
	quoted	Count	12	11	23
		% within Type_DP_Potential	52,2%	47,8%	100,0%
		% within Winner_Loser	46,2%	42,3%	44,2%
		% of Total	23,1%	21,2%	44,2%
Total		Count	26	26	52
		% within Type_DP_Potential	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,078[a]	1	,780		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,078	1	,780		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	,076	1	,782		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,039			,780
	Cramer's V	,039			,780
Interval by Interval	Pearson's R	-,039	,139	-,274	,785[c]
Ordinal by Ordinal	Spearman Correlation	-,039	,139	-,274	,785[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_AN_Not	not quoted	Count	25	25	50
		% within Type_AN_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	96,2%	96,2%	96,2%
		% of Total	48,1%	48,1%	96,2%
	quoted	Count	1	1	2
		% within Type_AN_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	3,8%	3,8%	3,8%
		% of Total	1,9%	1,9%	3,8%
Total		Count	26	26	52
		% within Type_AN_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,000[a]	1	1,000		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,000	1	1,000		
Fisher's Exact Test				1,000	,755
Linear-by-Linear Association	,000	1	1,000		
N of Valid Cases	52				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,000			1,000
	Cramer's V	,000			1,000
Interval by Interval	Pearson's R	,000	,139	,000	1,000[c]
Ordinal by Ordinal	Spearman Correlation	,000	,139	,000	1,000[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DS_Not	not quoted	Count	25	26	51
		% within Type_DS_Not	49,0%	51,0%	100,0%
		% within Winner_Loser	96,2%	100,0%	98,1%
		% of Total	48,1%	50,0%	98,1%
	quoted	Count	1	0	1
		% within Type_DS_Not	100,0%	0,0%	100,0%
		% within Winner_Loser	3,8%	0,0%	1,9%
		% of Total	1,9%	0,0%	1,9%
Total		Count	26	26	52
		% within Type_DS_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,020[a]	1	,313		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	1,406	1	,236		
Fisher's Exact Test				1,000	,500
Linear-by-Linear Association	1,000	1	,317		
N of Valid Cases	52				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,140			,313
	Cramer's V	,140			,313
Interval by Interval	Pearson's R	-,140	,071	-1,000	,322[c]
Ordinal by Ordinal	Spearman Correlation	-,140	,071	-1,000	,322[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_IM_Not	not quoted	Count	22	18	40
		% within Type_IM_Not	55,0%	45,0%	100,0%
		% within Winner_Loser	84,6%	69,2%	76,9%
		% of Total	42,3%	34,6%	76,9%
	quoted	Count	4	8	12
		% within Type_IM_Not	33,3%	66,7%	100,0%
		% within Winner_Loser	15,4%	30,8%	23,1%
		% of Total	7,7%	15,4%	23,1%
Total		Count	26	26	52
		% within Type_IM_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,733[a]	1	,188		
Continuity Correction[b]	,975	1	,323		
Likelihood Ratio	1,760	1	,185		
Fisher's Exact Test				,324	,162
Linear-by-Linear Association	1,700	1	,192		
N of Valid Cases	52				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,183			,188
	Cramer's V	,183			,188
Interval by Interval	Pearson's R	,183	,133	1,313	,195[c]
Ordinal by Ordinal	Spearman Correlation	,183	,133	1,313	,195[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Type_DP_Not	not quoted	Count	26	22	48
		% within Type_DP_Not	54,2%	45,8%	100,0%
		% within Winner_Loser	100,0%	84,6%	92,3%
		% of Total	50,0%	42,3%	92,3%
	quoted	Count	0	4	4
		% within Type_DP_Not	0,0%	100,0%	100,0%
		% within Winner_Loser	0,0%	15,4%	7,7%
		% of Total	0,0%	7,7%	7,7%
Total		Count	26	26	52
		% within Type_DP_Not	50,0%	50,0%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	50,0%	50,0%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,333[a]	1	,037		
Continuity Correction[b]	2,438	1	,118		
Likelihood Ratio	5,879	1	,015		
Fisher's Exact Test				,110	,055
Linear-by-Linear Association	4,250	1	,039		
N of Valid Cases	52				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,00.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,289			,037
	Cramer's V	,289			,037
Interval by Interval	Pearson's R	,289	,074	2,132	,038[c]
Ordinal by Ordinal	Spearman Correlation	,289	,074	2,132	,038[c]
N of Valid Cases		52			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstabs concerning the methods used

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Testing_NOT_Surveys * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Surveys * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Surveys * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Surveys * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Surveys * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Qualitative * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Qualitative * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Qualitative * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Qualitative * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Qualitative * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Focus * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Focus * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Focus * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Focus * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Focus * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Observations * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Observations * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Observations * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Observations * Winner_Loser	43	62,3%	26	37,7%	69	100,0%

Testing_UNI_Observations * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Heuristic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Heuristic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Heuristic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Heuristic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Heuristic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Card * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Card * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Card * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Card * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Card * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Ethnographic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Ethnographic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Ethnographic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Ethnographic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Ethnographic * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_NOT_Participatory * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_INT_Participatory * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_DOM_Participatory * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_EXT_Participatory * Winner_Loser	43	62,3%	26	37,7%	69	100,0%
Testing_UNI_Participatory * Winner_Loser	43	62,3%	26	37,7%	69	100,0%

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Surveys	not quoted	Count	15	18	33
		% within Testing_NOT_Surveys	45,5%	54,5%	100,0%
		% within Winner_Loser	75,0%	78,3%	76,7%
		% of Total	34,9%	41,9%	76,7%
	quoted	Count	5	5	10
		% within Testing_NOT_Surveys	50,0%	50,0%	100,0%
		% within Winner_Loser	25,0%	21,7%	23,3%
		% of Total	11,6%	11,6%	23,3%
Total		Count	20	23	43
		% within Testing_NOT_Surveys	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,064[a]	1	,801		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,064	1	,801		
Fisher's Exact Test				1,000	,541
Linear-by-Linear Association	,062	1	,803		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,65.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Surveys	not quoted	Count	8	12	20
		% within Testing_INT_Surveys	40,0%	60,0%	100,0%
		% within Winner_Loser	40,0%	52,2%	46,5%
		% of Total	18,6%	27,9%	46,5%
	quoted	Count	12	11	23
		% within Testing_INT_Surveys	52,2%	47,8%	100,0%
		% within Winner_Loser	60,0%	47,8%	53,5%
		% of Total	27,9%	25,6%	53,5%
Total		Count	20	23	43
		% within Testing_INT_Surveys	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,637[a]	1	,425		
Continuity Correction[b]	,242	1	,623		
Likelihood Ratio	,639	1	,424		
Fisher's Exact Test				,544	,312
Linear-by-Linear Association	,622	1	,430		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,30.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Surveys	not quoted	Count	15	13	28
		% within Testing_DOM_Surveys	53,6%	46,4%	100,0%
		% within Winner_Loser	75,0%	56,5%	65,1%
		% of Total	34,9%	30,2%	65,1%
	quoted	Count	5	10	15
		% within Testing_DOM_Surveys	33,3%	66,7%	100,0%
		% within Winner_Loser	25,0%	43,5%	34,9%
		% of Total	11,6%	23,3%	34,9%
Total		Count	20	23	43
		% within Testing_DOM_Surveys	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,608[a]	1	,205		
Continuity Correction[b]	,897	1	,343		
Likelihood Ratio	1,632	1	,201		
Fisher's Exact Test				,336	,172
Linear-by-Linear Association	1,571	1	,210		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,98.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Surveys	not quoted	Count	19	22	41
		% within Testing_EXT_Surveys	46,3%	53,7%	100,0%
		% within Winner_Loser	95,0%	95,7%	95,3%
		% of Total	44,2%	51,2%	95,3%
	quoted	Count	1	1	2
		% within Testing_EXT_Surveys	50,0%	50,0%	100,0%
		% within Winner_Loser	5,0%	4,3%	4,7%
		% of Total	2,3%	2,3%	4,7%
Total		Count	20	23	43
		% within Testing_EXT_Surveys	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,010[a]	1	,919		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,010	1	,919		
Fisher's Exact Test				1,000	,720
Linear-by-Linear Association	,010	1	,920		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,93.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Surveys	not quoted	Count	19	23	42
		% within Testing_UNI_Surveys	45,2%	54,8%	100,0%
		% within Winner_Loser	95,0%	100,0%	97,7%
		% of Total	44,2%	53,5%	97,7%
	quoted	Count	1	0	1
		% within Testing_UNI_Surveys	100,0%	0,0%	100,0%
		% within Winner_Loser	5,0%	0,0%	2,3%
		% of Total	2,3%	0,0%	2,3%
Total		Count	20	23	43
		% within Testing_UNI_Surveys	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,177[a]	1	,278		
Continuity Correction[b]	,005	1	,944		
Likelihood Ratio	1,558	1	,212		
Fisher's Exact Test				,465	,465
Linear-by-Linear Association	1,150	1	,284		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Qualitative	not quoted	Count	16	20	36
		% within Testing_NOT_Qualitative	44,4%	55,6%	100,0%
		% within Winner_Loser	80,0%	87,0%	83,7%
		% of Total	37,2%	46,5%	83,7%
	quoted	Count	4	3	7
		% within Testing_NOT_Qualitative	57,1%	42,9%	100,0%
		% within Winner_Loser	20,0%	13,0%	16,3%
		% of Total	9,3%	7,0%	16,3%
Total		Count	20	23	43
		% within Testing_NOT_Qualitative	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,380[a]	1	,538		
Continuity Correction[b]	,041	1	,840		
Likelihood Ratio	,379	1	,538		
Fisher's Exact Test				,687	,418
Linear-by-Linear Association	,371	1	,542		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 3,26.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Qualitative	not quoted	Count	8	10	18
		% within Testing_INT_Qualitative	44,4%	55,6%	100,0%
		% within Winner_Loser	40,0%	43,5%	41,9%
		% of Total	18,6%	23,3%	41,9%
	quoted	Count	12	13	25
		% within Testing_INT_Qualitative	48,0%	52,0%	100,0%
		% within Winner_Loser	60,0%	56,5%	58,1%
		% of Total	27,9%	30,2%	58,1%
Total		Count	20	23	43
		% within Testing_INT_Qualitative	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,053[a]	1	,818		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,053	1	,818		
Fisher's Exact Test				1,000	,532
Linear-by-Linear Association	,052	1	,820		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,37.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Qualitative	not quoted	Count	12	14	26
		% within Testing_DOM_Qualitative	46,2%	53,8%	100,0%
		% within Winner_Loser	60,0%	60,9%	60,5%
		% of Total	27,9%	32,6%	60,5%
	quoted	Count	8	9	17
		% within Testing_DOM_Qualitative	47,1%	52,9%	100,0%
		% within Winner_Loser	40,0%	39,1%	39,5%
		% of Total	18,6%	20,9%	39,5%
Total		Count	20	23	43
		% within Testing_DOM_Qualitative	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,003[a]	1	,954		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,003	1	,954		
Fisher's Exact Test				1,000	,600
Linear-by-Linear Association	,003	1	,954		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,91.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Qualitative	not quoted	Count	16	22	38
		% within Testing_EXT_Qualitative	42,1%	57,9%	100,0%
		% within Winner_Loser	80,0%	95,7%	88,4%
		% of Total	37,2%	51,2%	88,4%
	quoted	Count	4	1	5
		% within Testing_EXT_Qualitative	80,0%	20,0%	100,0%
		% within Winner_Loser	20,0%	4,3%	11,6%
		% of Total	9,3%	2,3%	11,6%
Total		Count	20	23	43
		% within Testing_EXT_Qualitative	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,550[a]	1	,110		
Continuity Correction[b]	1,255	1	,263		
Likelihood Ratio	2,669	1	,102		
Fisher's Exact Test				,167	,132
Linear-by-Linear Association	2,491	1	,114		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,33.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Qualitative	not quoted	Count	19	22	41
		% within Testing_UNI_Qualitative	46,3%	53,7%	100,0%
		% within Winner_Loser	95,0%	95,7%	95,3%
		% of Total	44,2%	51,2%	95,3%
	quoted	Count	1	1	2
		% within Testing_UNI_Qualitative	50,0%	50,0%	100,0%
		% within Winner_Loser	5,0%	4,3%	4,7%
		% of Total	2,3%	2,3%	4,7%
Total		Count	20	23	43
		% within Testing_UNI_Qualitative	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,010[a]	1	,919		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,010	1	,919		
Fisher's Exact Test				1,000	,720
Linear-by-Linear Association	,010	1	,920		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,93.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Focus	not quoted	Count	11	16	27
		% within Testing_NOT_Focus	40,7%	59,3%	100,0%
		% within Winner_Loser	55,0%	69,6%	62,8%
		% of Total	25,6%	37,2%	62,8%
	quoted	Count	9	7	16
		% within Testing_NOT_Focus	56,2%	43,8%	100,0%
		% within Winner_Loser	45,0%	30,4%	37,2%
		% of Total	20,9%	16,3%	37,2%
Total		Count	20	23	43
		% within Testing_NOT_Focus	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,971[a]	1	,324		
Continuity Correction[b]	,448	1	,503		
Likelihood Ratio	,972	1	,324		
Fisher's Exact Test				,361	,252
Linear-by-Linear Association	,949	1	,330		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,44.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Focus	not quoted	Count	13	14	27
		% within Testing_INT_Focus	48,1%	51,9%	100,0%
		% within Winner_Loser	65,0%	60,9%	62,8%
		% of Total	30,2%	32,6%	62,8%
	quoted	Count	7	9	16
		% within Testing_INT_Focus	43,8%	56,2%	100,0%
		% within Winner_Loser	35,0%	39,1%	37,2%
		% of Total	16,3%	20,9%	37,2%
Total		Count	20	23	43
		% within Testing_INT_Focus	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,078[a]	1	,780		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,078	1	,780		
Fisher's Exact Test				1,000	,515
Linear-by-Linear Association	,076	1	,782		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,44.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Focus	not quoted	Count	15	14	29
		% within Testing_DOM_Focus	51,7%	48,3%	100,0%
		% within Winner_Loser	75,0%	60,9%	67,4%
		% of Total	34,9%	32,6%	67,4%
	quoted	Count	5	9	14
		% within Testing_DOM_Focus	35,7%	64,3%	100,0%
		% within Winner_Loser	25,0%	39,1%	32,6%
		% of Total	11,6%	20,9%	32,6%
Total		Count	20	23	43
		% within Testing_DOM_Focus	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,973[a]	1	,324		
Continuity Correction[b]	,436	1	,509		
Likelihood Ratio	,984	1	,321		
Fisher's Exact Test				,353	,256
Linear-by-Linear Association	,950	1	,330		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,51.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Focus	not quoted	Count	19	22	41
		% within Testing_EXT_Focus	46,3%	53,7%	100,0%
		% within Winner_Loser	95,0%	95,7%	95,3%
		% of Total	44,2%	51,2%	95,3%
	quoted	Count	1	1	2
		% within Testing_EXT_Focus	50,0%	50,0%	100,0%
		% within Winner_Loser	5,0%	4,3%	4,7%
		% of Total	2,3%	2,3%	4,7%
Total		Count	20	23	43
		% within Testing_EXT_Focus	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,010[a]	1	,919		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,010	1	,919		
Fisher's Exact Test				1,000	,720
Linear-by-Linear Association	,010	1	,920		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,93.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Focus	not quoted	Count	20	21	41
		% within Testing_UNI_Focus	48,8%	51,2%	100,0%
		% within Winner_Loser	100,0%	91,3%	95,3%
		% of Total	46,5%	48,8%	95,3%
	quoted	Count	0	2	2
		% within Testing_UNI_Focus	0,0%	100,0%	100,0%
		% within Winner_Loser	0,0%	8,7%	4,7%
		% of Total	0,0%	4,7%	4,7%
Total		Count	20	23	43
		% within Testing_UNI_Focus	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,824[a]	1	,177		
Continuity Correction[b]	,390	1	,532		
Likelihood Ratio	2,588	1	,108		
Fisher's Exact Test				,491	,280
Linear-by-Linear Association	1,782	1	,182		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,93.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Observations	not quoted	Count	14	18	32
		% within Testing_NOT_Observations	43,8%	56,2%	100,0%
		% within Winner_Loser	70,0%	78,3%	74,4%
		% of Total	32,6%	41,9%	74,4%
	quoted	Count	6	5	11
		% within Testing_NOT_Observations	54,5%	45,5%	100,0%
		% within Winner_Loser	30,0%	21,7%	25,6%
		% of Total	14,0%	11,6%	25,6%
Total		Count	20	23	43
		% within Testing_NOT_Observations	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,383[a]	1	,536		
Continuity Correction[b]	,072	1	,788		
Likelihood Ratio	,383	1	,536		
Fisher's Exact Test				,728	,393
Linear-by-Linear Association	,375	1	,541		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,12.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Observations	not quoted	Count	9	8	17
		% within Testing_INT_Observations	52,9%	47,1%	100,0%
		% within Winner_Loser	45,0%	34,8%	39,5%
		% of Total	20,9%	18,6%	39,5%
	quoted	Count	11	15	26
		% within Testing_INT_Observations	42,3%	57,7%	100,0%
		% within Winner_Loser	55,0%	65,2%	60,5%
		% of Total	25,6%	34,9%	60,5%
Total		Count	20	23	43
		% within Testing_INT_Observations	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,467[a]	1	,494		
Continuity Correction[b]	,138	1	,711		
Likelihood Ratio	,467	1	,494		
Fisher's Exact Test				,545	,355
Linear-by-Linear Association	,456	1	,499		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,91.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Observations	not quoted	Count	18	19	37
		% within Testing_DOM_Observations	48,6%	51,4%	100,0%
		% within Winner_Loser	90,0%	82,6%	86,0%
		% of Total	41,9%	44,2%	86,0%
	quoted	Count	2	4	6
		% within Testing_DOM_Observations	33,3%	66,7%	100,0%
		% within Winner_Loser	10,0%	17,4%	14,0%
		% of Total	4,7%	9,3%	14,0%
Total		Count	20	23	43
		% within Testing_DOM_Observations	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,487[a]	1	,485		
Continuity Correction[b]	,066	1	,798		
Likelihood Ratio	,497	1	,481		
Fisher's Exact Test				,669	,403
Linear-by-Linear Association	,475	1	,490		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,79.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Observations	not quoted	Count	19	23	42
		% within Testing_EXT_Observations	45,2%	54,8%	100,0%
		% within Winner_Loser	95,0%	100,0%	97,7%
		% of Total	44,2%	53,5%	97,7%
	quoted	Count	1	0	1
		% within Testing_EXT_Observations	100,0%	0,0%	100,0%
		% within Winner_Loser	5,0%	0,0%	2,3%
		% of Total	2,3%	0,0%	2,3%
Total		Count	20	23	43
		% within Testing_EXT_Observations	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,177[a]	1	,278		
Continuity Correction[b]	,005	1	,944		
Likelihood Ratio	1,558	1	,212		
Fisher's Exact Test				,465	,465
Linear-by-Linear Association	1,150	1	,284		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Observations	not quoted	Count	19	21	40
		% within Testing_UNI_Observations	47,5%	52,5%	100,0%
		% within Winner_Loser	95,0%	91,3%	93,0%
		% of Total	44,2%	48,8%	93,0%
	quoted	Count	1	2	3
		% within Testing_UNI_Observations	33,3%	66,7%	100,0%
		% within Winner_Loser	5,0%	8,7%	7,0%
		% of Total	2,3%	4,7%	7,0%
Total		Count	20	23	43
		% within Testing_UNI_Observations	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,225[a]	1	,635		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,230	1	,631		
Fisher's Exact Test				1,000	,554
Linear-by-Linear Association	,220	1	,639		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,40.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Heuristic	not quoted	Count	11	13	24
		% within Testing_NOT_Heuristic	45,8%	54,2%	100,0%
		% within Winner_Loser	55,0%	56,5%	55,8%
		% of Total	25,6%	30,2%	55,8%
	quoted	Count	9	10	19
		% within Testing_NOT_Heuristic	47,4%	52,6%	100,0%
		% within Winner_Loser	45,0%	43,5%	44,2%
		% of Total	20,9%	23,3%	44,2%
Total		Count	20	23	43
		% within Testing_NOT_Heuristic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,010[a]	1	,920		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,010	1	,920		
Fisher's Exact Test				1,000	,582
Linear-by-Linear Association	,010	1	,921		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,84.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Heuristic	not quoted	Count	11	16	27
		% within Testing_INT_Heuristic	40,7%	59,3%	100,0%
		% within Winner_Loser	55,0%	69,6%	62,8%
		% of Total	25,6%	37,2%	62,8%
	quoted	Count	9	7	16
		% within Testing_INT_Heuristic	56,2%	43,8%	100,0%
		% within Winner_Loser	45,0%	30,4%	37,2%
		% of Total	20,9%	16,3%	37,2%
Total		Count	20	23	43
		% within Testing_INT_Heuristic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,971[a]	1	,324		
Continuity Correction[b]	,448	1	,503		
Likelihood Ratio	,972	1	,324		
Fisher's Exact Test				,361	,252
Linear-by-Linear Association	,949	1	,330		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,44.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Heuristic	not quoted	Count	18	19	37
		% within Testing_DOM_Heuristic	48,6%	51,4%	100,0%
		% within Winner_Loser	90,0%	82,6%	86,0%
		% of Total	41,9%	44,2%	86,0%
	quoted	Count	2	4	6
		% within Testing_DOM_Heuristic	33,3%	66,7%	100,0%
		% within Winner_Loser	10,0%	17,4%	14,0%
		% of Total	4,7%	9,3%	14,0%
Total		Count	20	23	43
		% within Testing_DOM_Heuristic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,487[a]	1	,485		
Continuity Correction[b]	,066	1	,798		
Likelihood Ratio	,497	1	,481		
Fisher's Exact Test				,669	,403
Linear-by-Linear Association	,475	1	,490		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,79.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Heuristic	not quoted	Count	18	22	40
		% within Testing_EXT_Heuristic	45,0%	55,0%	100,0%
		% within Winner_Loser	90,0%	95,7%	93,0%
		% of Total	41,9%	51,2%	93,0%
	quoted	Count	2	1	3
		% within Testing_EXT_Heuristic	66,7%	33,3%	100,0%
		% within Winner_Loser	10,0%	4,3%	7,0%
		% of Total	4,7%	2,3%	7,0%
Total		Count	20	23	43
		% within Testing_EXT_Heuristic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,527[a]	1	,468		
Continuity Correction[b]	,016	1	,900		
Likelihood Ratio	,531	1	,466		
Fisher's Exact Test				,590	,446
Linear-by-Linear Association	,514	1	,473		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,40.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Heuristic	not quoted	Count	20	21	41
		% within Testing_UNI_Heuristic	48,8%	51,2%	100,0%
		% within Winner_Loser	100,0%	91,3%	95,3%
		% of Total	46,5%	48,8%	95,3%
	quoted	Count	0	2	2
		% within Testing_UNI_Heuristic	0,0%	100,0%	100,0%
		% within Winner_Loser	0,0%	8,7%	4,7%
		% of Total	0,0%	4,7%	4,7%
Total		Count	20	23	43
		% within Testing_UNI_Heuristic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,824[a]	1	,177		
Continuity Correction[b]	,390	1	,532		
Likelihood Ratio	2,588	1	,108		
Fisher's Exact Test				,491	,280
Linear-by-Linear Association	1,782	1	,182		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,93.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Card	not quoted	Count	7	14	21
		% within Testing_NOT_Card	33,3%	66,7%	100,0%
		% within Winner_Loser	35,0%	60,9%	48,8%
		% of Total	16,3%	32,6%	48,8%
	quoted	Count	13	9	22
		% within Testing_NOT_Card	59,1%	40,9%	100,0%
		% within Winner_Loser	65,0%	39,1%	51,2%
		% of Total	30,2%	20,9%	51,2%
Total		Count	20	23	43
		% within Testing_NOT_Card	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,865[a]	1	,091		
Continuity Correction[b]	1,923	1	,165		
Likelihood Ratio	2,900	1	,089		
Fisher's Exact Test				,129	,082
Linear-by-Linear Association	2,799	1	,094		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,77.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	-,258			,091
	Cramer's V	,258			,091
Interval by Interval	Pearson's R	-,258	,147	-1,711	,095[c]
Ordinal by Ordinal	Spearman Correlation	-,258	,147	-1,711	,095[c]
N of Valid Cases		43			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Card	not quoted	Count	17	14	31
		% within Testing_INT_Card	54,8%	45,2%	100,0%
		% within Winner_Loser	85,0%	60,9%	72,1%
		% of Total	39,5%	32,6%	72,1%
	quoted	Count	3	9	12
		% within Testing_INT_Card	25,0%	75,0%	100,0%
		% within Winner_Loser	15,0%	39,1%	27,9%
		% of Total	7,0%	20,9%	27,9%
Total		Count	20	23	43
		% within Testing_INT_Card	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,096[a]	1	,078		
Continuity Correction[b]	2,013	1	,156		
Likelihood Ratio	3,221	1	,073		
Fisher's Exact Test				,099	,077
Linear-by-Linear Association	3,024	1	,082		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,58.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	,268			,078
	Cramer's V	,268			,078
Interval by Interval	Pearson's R	,268	,139	1,784	,082[c]
Ordinal by Ordinal	Spearman Correlation	,268	,139	1,784	,082[c]
N of Valid Cases		43			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Card	not quoted	Count	16	18	34
		% within Testing_DOM_Card	47,1%	52,9%	100,0%
		% within Winner_Loser	80,0%	78,3%	79,1%
		% of Total	37,2%	41,9%	79,1%
	quoted	Count	4	5	9
		% within Testing_DOM_Card	44,4%	55,6%	100,0%
		% within Winner_Loser	20,0%	21,7%	20,9%
		% of Total	9,3%	11,6%	20,9%
Total		Count	20	23	43
		% within Testing_DOM_Card	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,020[a]	1	,889		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,020	1	,889		
Fisher's Exact Test				1,000	,595
Linear-by-Linear Association	,019	1	,890		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 4,19.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Card	not quoted	Count	19	23	42
		% within Testing_EXT_Card	45,2%	54,8%	100,0%
		% within Winner_Loser	95,0%	100,0%	97,7%
		% of Total	44,2%	53,5%	97,7%
	quoted	Count	1	0	1
		% within Testing_EXT_Card	100,0%	0,0%	100,0%
		% within Winner_Loser	5,0%	0,0%	2,3%
		% of Total	2,3%	0,0%	2,3%
Total		Count	20	23	43
		% within Testing_EXT_Card	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,177[a]	1	,278		
Continuity Correction[b]	,005	1	,944		
Likelihood Ratio	1,558	1	,212		
Fisher's Exact Test				,465	,465
Linear-by-Linear Association	1,150	1	,284		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Card	not quoted	Count	20	22	42
		% within Testing_UNI_Card	47,6%	52,4%	100,0%
		% within Winner_Loser	100,0%	95,7%	97,7%
		% of Total	46,5%	51,2%	97,7%
	quoted	Count	0	1	1
		% within Testing_UNI_Card	0,0%	100,0%	100,0%
		% within Winner_Loser	0,0%	4,3%	2,3%
		% of Total	0,0%	2,3%	2,3%
Total		Count	20	23	43
		% within Testing_UNI_Card	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,890[a]	1	,345		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	1,272	1	,259		
Fisher's Exact Test				1,000	,535
Linear-by-Linear Association	,870	1	,351		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Ethnographic	not quoted	Count	6	5	11
		% within Testing_NOT_Ethnographic	54,5%	45,5%	100,0%
		% within Winner_Loser	30,0%	21,7%	25,6%
		% of Total	14,0%	11,6%	25,6%
	quoted	Count	14	18	32
		% within Testing_NOT_Ethnographic	43,8%	56,2%	100,0%
		% within Winner_Loser	70,0%	78,3%	74,4%
		% of Total	32,6%	41,9%	74,4%
Total		Count	20	23	43
		% within Testing_NOT_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,383[a]	1	,536		
Continuity Correction[b]	,072	1	,788		
Likelihood Ratio	,383	1	,536		
Fisher's Exact Test				,728	,393
Linear-by-Linear Association	,375	1	,541		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,12.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Ethnographic	not quoted	Count	17	19	36
		% within Testing_INT_Ethnographic	47,2%	52,8%	100,0%
		% within Winner_Loser	85,0%	82,6%	83,7%
		% of Total	39,5%	44,2%	83,7%
	quoted	Count	3	4	7
		% within Testing_INT_Ethnographic	42,9%	57,1%	100,0%
		% within Winner_Loser	15,0%	17,4%	16,3%
		% of Total	7,0%	9,3%	16,3%
Total		Count	20	23	43
		% within Testing_INT_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,045[a]	1	,832		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,045	1	,832		
Fisher's Exact Test				1,000	,582
Linear-by-Linear Association	,044	1	,834		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 3,26.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Ethnographic	not quoted	Count	18	21	39
		% within Testing_DOM_Ethnographic	46,2%	53,8%	100,0%
		% within Winner_Loser	90,0%	91,3%	90,7%
		% of Total	41,9%	48,8%	90,7%
	quoted	Count	2	2	4
		% within Testing_DOM_Ethnographic	50,0%	50,0%	100,0%
		% within Winner_Loser	10,0%	8,7%	9,3%
		% of Total	4,7%	4,7%	9,3%
Total		Count	20	23	43
		% within Testing_DOM_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,022[a]	1	,883		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,022	1	,883		
Fisher's Exact Test				1,000	,641
Linear-by-Linear Association	,021	1	,885		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,86.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Ethnographic	not quoted	Count	19	23	42
		% within Testing_EXT_Ethnographic	45,2%	54,8%	100,0%
		% within Winner_Loser	95,0%	100,0%	97,7%
		% of Total	44,2%	53,5%	97,7%
	quoted	Count	1	0	1
		% within Testing_EXT_Ethnographic	100,0%	0,0%	100,0%
		% within Winner_Loser	5,0%	0,0%	2,3%
		% of Total	2,3%	0,0%	2,3%
Total		Count	20	23	43
		% within Testing_EXT_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,177[a]	1	,278		
Continuity Correction[b]	,005	1	,944		
Likelihood Ratio	1,558	1	,212		
Fisher's Exact Test				,465	,465
Linear-by-Linear Association	1,150	1	,284		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Ethnographic	not quoted	Count	20	23	43
		% within Testing_UNI_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%
Total		Count	20	23	43
		% within Testing_UNI_Ethnographic	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_NOT_Participatory	not quoted	Count	6	6	12
		% within Testing_NOT_Participatory	50,0%	50,0%	100,0%
		% within Winner_Loser	30,0%	26,1%	27,9%
		% of Total	14,0%	14,0%	27,9%
	quoted	Count	14	17	31
		% within Testing_NOT_Participatory	45,2%	54,8%	100,0%
		% within Winner_Loser	70,0%	73,9%	72,1%
		% of Total	32,6%	39,5%	72,1%
Total		Count	20	23	43
		% within Testing_NOT_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,081[a]	1	,775		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,081	1	,776		
Fisher's Exact Test				1,000	,521
Linear-by-Linear Association	,080	1	,778		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,58.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_INT_Participatory	not quoted	Count	17	18	35
		% within Testing_INT_Participatory	48,6%	51,4%	100,0%
		% within Winner_Loser	85,0%	78,3%	81,4%
		% of Total	39,5%	41,9%	81,4%
	quoted	Count	3	5	8
		% within Testing_INT_Participatory	37,5%	62,5%	100,0%
		% within Winner_Loser	15,0%	21,7%	18,6%
		% of Total	7,0%	11,6%	18,6%
Total		Count	20	23	43
		% within Testing_INT_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,321[a]	1	,571		
Continuity Correction[b]	,030	1	,862		
Likelihood Ratio	,324	1	,569		
Fisher's Exact Test				,704	,434
Linear-by-Linear Association	,313	1	,576		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 3,72.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_DOM_Participatory	not quoted	Count	17	21	38
		% within Testing_DOM_Participatory	44,7%	55,3%	100,0%
		% within Winner_Loser	85,0%	91,3%	88,4%
		% of Total	39,5%	48,8%	88,4%
	quoted	Count	3	2	5
		% within Testing_DOM_Participatory	60,0%	40,0%	100,0%
		% within Winner_Loser	15,0%	8,7%	11,6%
		% of Total	7,0%	4,7%	11,6%
Total		Count	20	23	43
		% within Testing_DOM_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,414[a]	1	,520		
Continuity Correction[b]	,028	1	,868		
Likelihood Ratio	,414	1	,520		
Fisher's Exact Test				,650	,431
Linear-by-Linear Association	,404	1	,525		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,33.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_EXT_Participatory	not quoted	Count	19	23	42
		% within Testing_EXT_Participatory	45,2%	54,8%	100,0%
		% within Winner_Loser	95,0%	100,0%	97,7%
		% of Total	44,2%	53,5%	97,7%
	quoted	Count	1	0	1
		% within Testing_EXT_Participatory	100,0%	0,0%	100,0%
		% within Winner_Loser	5,0%	0,0%	2,3%
		% of Total	2,3%	0,0%	2,3%
Total		Count	20	23	43
		% within Testing_EXT_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,177[a]	1	,278		
Continuity Correction[b]	,005	1	,944		
Likelihood Ratio	1,558	1	,212		
Fisher's Exact Test				,465	,465
Linear-by-Linear Association	1,150	1	,284		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,47.

b. Computed only for a 2x2 table

Crosstab

			Winner_Loser		Total
			Loser	Winner	
Testing_UNI_Participatory	not quoted	Count	20	23	43
		% within Testing_UNI_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%
Total		Count	20	23	43
		% within Testing_UNI_Participatory	46,5%	53,5%	100,0%
		% within Winner_Loser	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Appendix 8: SPSS Outputs – Regression Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2365	,73468	29
Customer Orientation	5,0905	1,00828	29
IT Competence	5,0644	1,23911	29
UCD Competence	4,3645	1,44308	29
Innovativeness	4,2759	1,06558	29
Top Management Team	4,5862	1,42722	29
Ambidexterity (additive)	9,91379	2,043486	29

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,594[a]	,352	,176	,66702	1,769

a. Predictors: (Constant), Ambidexterity (additive), UCD Competence, Top Management Team, Innovativeness, Customer Orientation, IT Competence

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,325	6	,888	1,995	,110[b]
	Residual	9,788	22	,445		
	Total	15,113	28			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Ambidexterity (additive), UCD Competence, Top Management Team, Innovativeness, Customer Orientation, IT Competence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,484	,729		4,779	,000		
	Customer Orientation	,191	,208	,262	,915	,370	,360	2,777
	IT Competence	-,352	,195	-,593	-1,799	,086	,271	3,691
	UCD Competence	,200	,153	,394	1,311	,203	,326	3,064
	Innovativeness	-,041	,144	-,059	-,285	,778	,678	1,474
	Top Management Team	,102	,103	,197	,990	,333	,740	1,351
	Ambidexterity (additive)	,141	,106	,392	1,335	,196	,342	2,926

a. Dependent Variable: Project_Success

Collinearity Diagnostics[a]

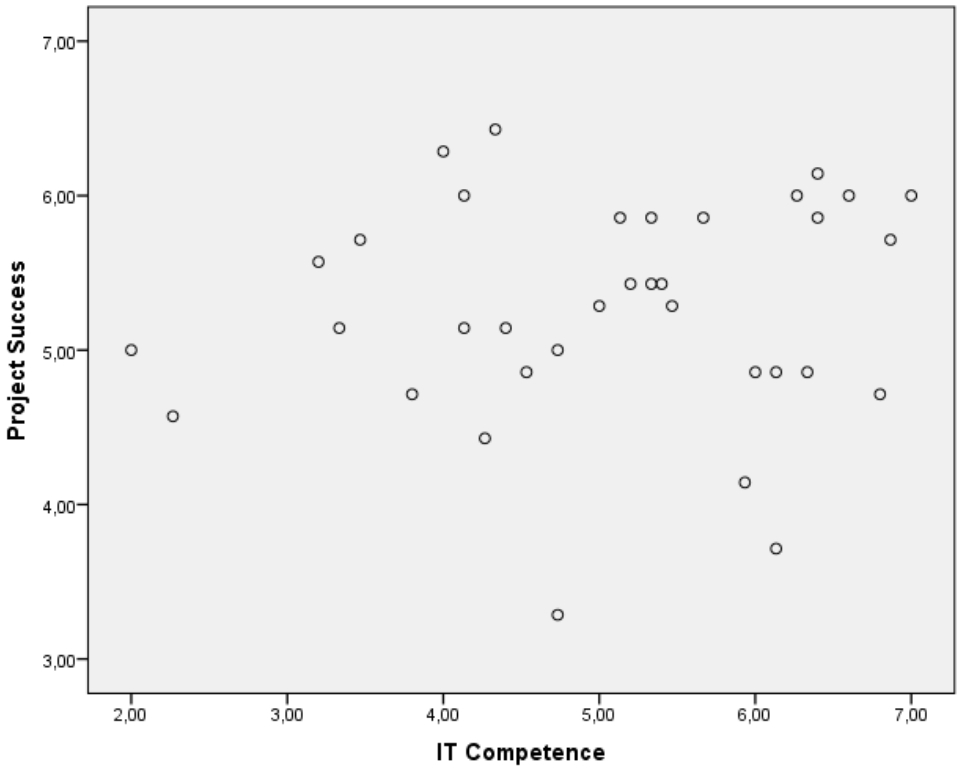
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	Customer Orientation	IT Competence	UCD Competence	Innovativeness	Top Management Team	Ambidexterity (additive)
1	1	6,805	1,000	,00	,00	,00	,00	,00	,00	,00
	2	,065	10,200	,05	,00	,02	,27	,11	,00	,01
	3	,062	10,463	,00	,00	,01	,01	,09	,81	,00
	4	,027	15,745	,50	,02	,00	,01	,59	,10	,00
	5	,020	18,428	,29	,02	,12	,20	,18	,02	,26
	6	,012	23,372	,12	,56	,47	,02	,00	,00	,01
	7	,008	29,553	,04	,39	,39	,48	,03	,05	,73

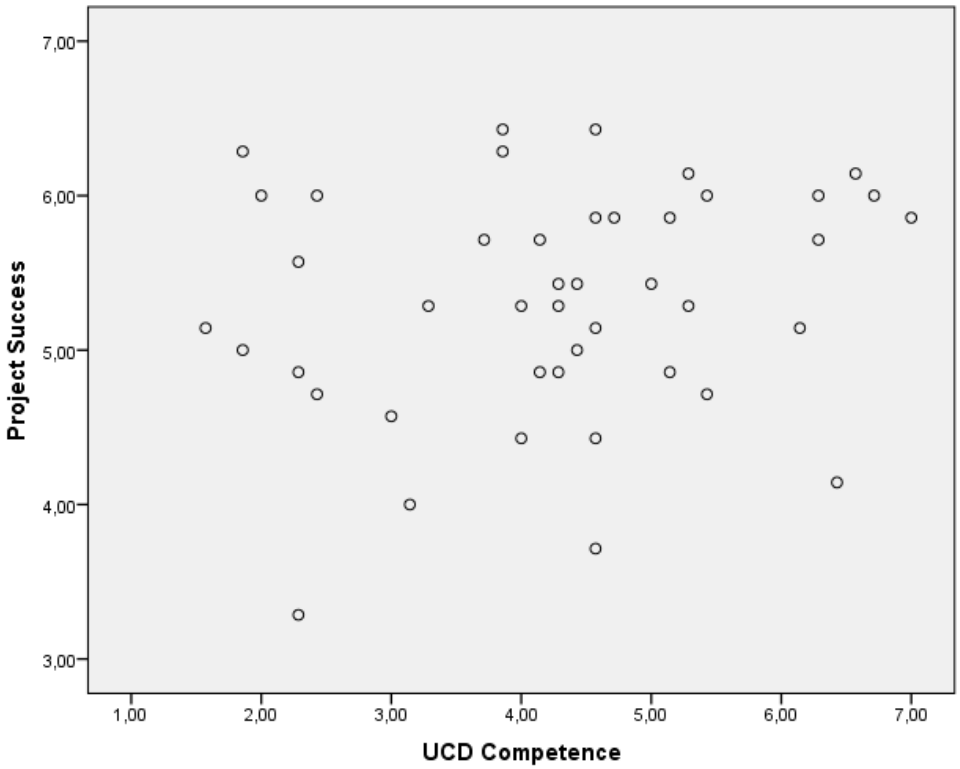
a. Dependent Variable: Project_Success

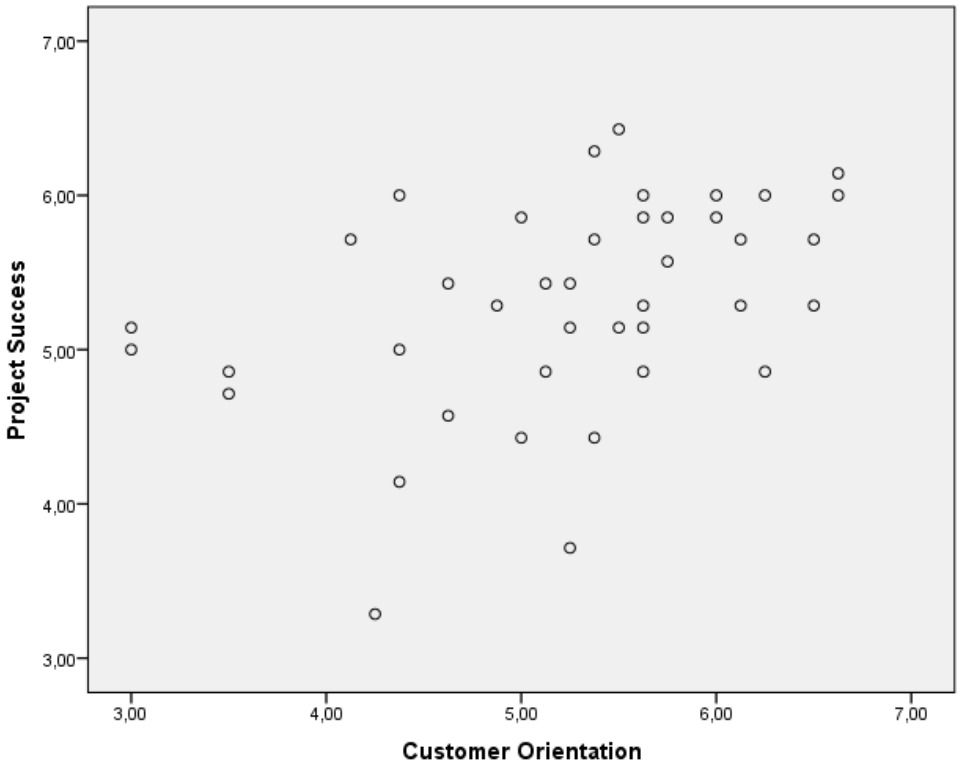
Correlations

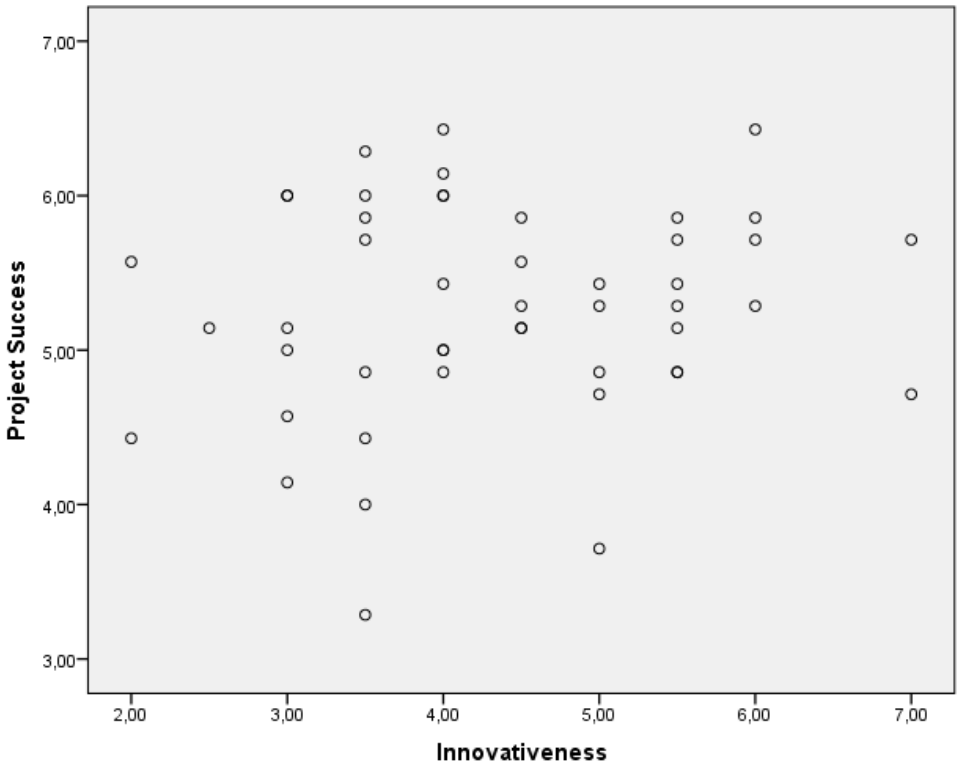
		Project_Success	Customer Orientation	IT Competence	UCD Competence	Innovativeness	Top Management Team	Ambidexterity (additive)
Pearson Correlation	Project_Success	1,000	,432	,204	,343	,174	,392	,404
	Customer Orientation	,432	1,000	,697	,670	,445	,401	,682
	IT Competence	,204	,697	1,000	,768	,430	,385	,669
	UCD Competence	,343	,670	,768	1,000	,304	,381	,440
	Innovativeness	,174	,445	,430	,304	1,000	,187	,550
	Top Management Team	,392	,401	,385	,381	,187	1,000	,457
	Ambidexterity (additive)	,404	,682	,669	,440	,550	,457	1,000
Sig. (1-tailed)	Project_Success	.	,010	,144	,034	,183	,018	,015
	Customer Orientation	,010	.	,000	,000	,008	,015	,000
	IT Competence	,144	,000	.	,000	,010	,020	,000
	UCD Competence	,034	,000	,000	.	,055	,021	,009
	Innovativeness	,183	,008	,010	,055	.	,165	,001
	Top Management Team	,018	,015	,020	,021	,165	.	,006
	Ambidexterity (additive)	,015	,000	,000	,009	,001	,006	.
N	Project_Success	29	29	29	29	29	29	29
	Customer Orientation	29	29	29	29	29	29	29
	IT Competence	29	29	29	29	29	29	29
	UCD Competence	29	29	29	29	29	29	29
	Innovativeness	29	29	29	29	29	29	29
	Top Management Team	29	29	29	29	29	29	29
	Ambidexterity (additive)	29	29	29	29	29	29	29

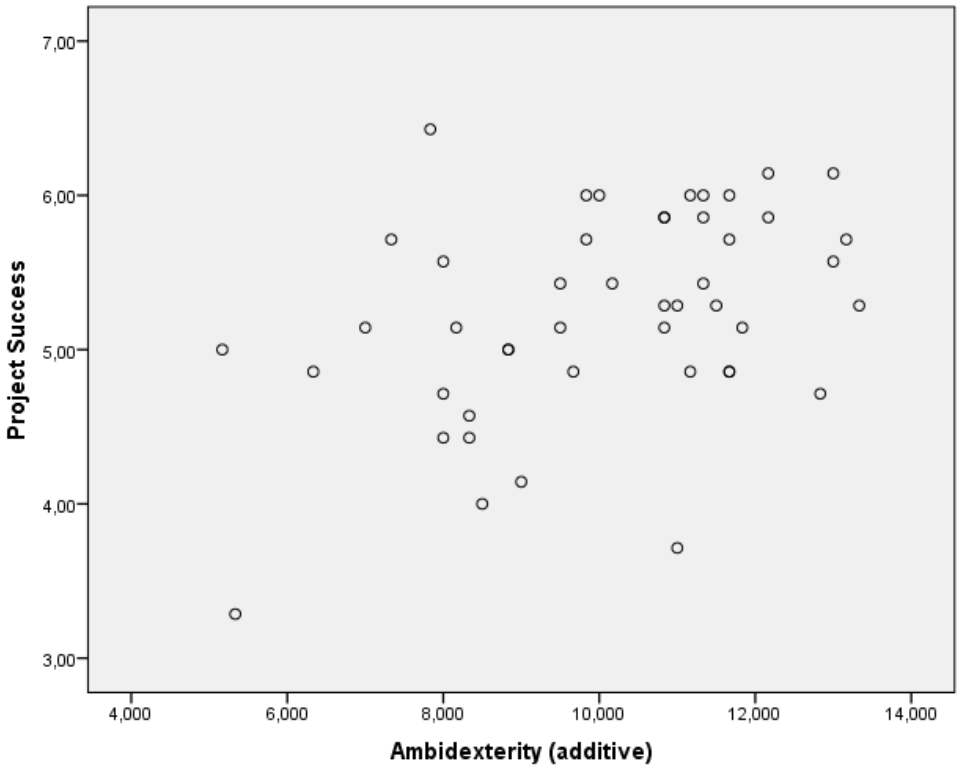
Appendix 9: SPSS Outputs – Scatter Plots

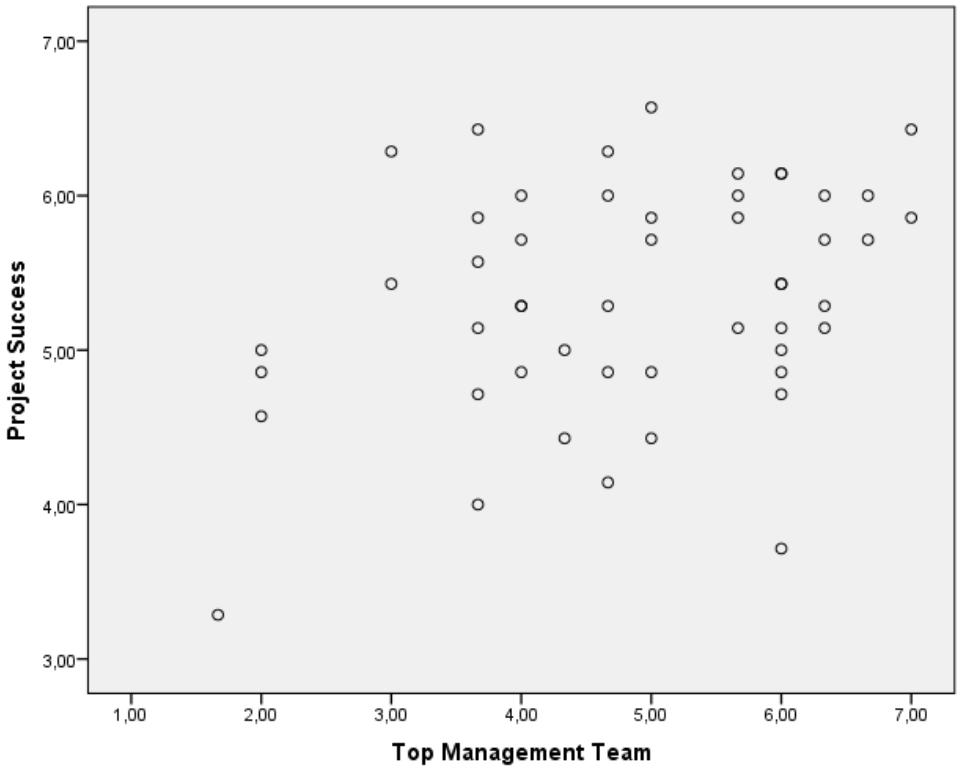





Project Success
7,00
6,00
5,00
4,00
3,00
3,00
4,00
5,00
6,00
7,00
Customer Orientation


Project Success
7,00
6,00
5,00
4,00
3,00
2,00
3,00
4,00
5,00
6,00
7,00
Innovativeness


Project Success
7,00
6,00
5,00
4,00
3,00
4,000
6,000
8,000
10,000
12,000
14,000
Ambidexterity (additive)


Project Success
7,00
6,00
5,00
4,00
3,00
1,00
2,00
3,00
4,00
5,00
6,00
7,00
Top Management Team

Appendix 10: SPSS Outputs – Alternative Regression Analyses

Stepwise Approach:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2365	,73468	29
Customer Orientation	5,0905	1,00828	29
IT Competence	5,0644	1,23911	29
Innovativeness	4,2759	1,06558	29
Top Management Team	4,5862	1,42722	29
Ambidexterity (additive)	9,91379	2,043486	29
UCD Competence	4,3645	1,44308	29

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,432[a]	,187	,157	,67461	,187	6,209	1	27	,019	1,834

a. Predictors: (Constant), Customer Orientation

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,826	1	2,826	6,209	,019[b]
	Residual	12,288	27	,455		
	Total	15,113	28			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Customer Orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,633	,656		5,540	,000		
	Customer Orientation	,315	,126	,432	2,492	,019	1,000	1,000

a. Dependent Variable: Project_Success

Enter – without UCD Competence as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2238	,72522	30
Customer Orientation	5,0917	,99076	30
IT Competence	5,1000	1,23310	30
Innovativeness	4,3167	1,07064	30
Top Management Team	4,6333	1,42595	30
Ambidexterity (additive)	9,95556	2,020931	30

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,545[a]	,298	,151	,66814	1,680

a. Predictors: (Constant), Ambidexterity (additive), Top Management Team, Innovativeness, IT Competence, Customer Orientation

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,539	5	,908	2,033	,110[b]
	Residual	10,714	24	,446		
	Total	15,252	29			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Ambidexterity (additive), Top Management Team, Innovativeness, IT Competence, Customer Orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,398	,721		4,715	,000		
	Customer Orientation	,317	,189	,433	1,675	,107	,438	2,285
	IT Competence	-,206	,152	-,350	-1,354	,188	,439	2,279
	Innovativeness	-,057	,141	-,084	-,402	,691	,673	1,485
	Top Management Team	,115	,100	,227	1,157	,259	,759	1,317
	Ambidexterity (additive)	,097	,100	,272	,977	,338	,379	2,641

a. Dependent Variable: Project_Success

Enter – without IT Competence as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2738	,70432	36
Customer Orientation	5,1771	,97759	36
Innovativeness	4,2917	1,11724	36
Top Management Team	4,7407	1,35016	36
Ambidexterity (additive)	10,04630	1,942675	36
UCD Competence	4,4325	1,42673	36

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,489[a]	,239	,112	,66362	,239	1,885	5	30	,127	1,889

a. Predictors: (Constant), UCD Competence, Innovativeness, Top Management Team, Ambidexterity (additive), Customer Orientation

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,150	5	,830	1,885	,127[b]
	Residual	13,212	30	,440		
	Total	17,362	35			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), UCD Competence, Innovativeness, Top Management Team, Ambidexterity (additive), Customer Orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,387	,672		5,038	,000		
	Customer Orientation	,165	,191	,230	,867	,393	,362	2,762
	Innovativeness	-,051	,121	-,082	-,423	,675	,683	1,464
	Top Management Team	,093	,099	,179	,949	,350	,711	1,406
	Ambidexterity (additive)	,088	,090	,243	,981	,334	,412	2,428
	UCD Competence	-,018	,109	-,036	-,162	,872	,517	1,936

a. Dependent Variable: Project_Success

Enter – only UCD and IT Comptetence as Independent Variables:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2900	,73582	33
UCD Competence	4,2857	1,48633	33
IT Competence	5,0687	1,27959	33

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,217[a]	,047	-,016	,74180	,047	,743	2	30	,484	1,812

a. Predictors: (Constant), IT Competence, UCD Competence

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,818	2	,409	,743	,484[b]
	Residual	16,508	30	,550		
	Total	17,326	32			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), IT Competence, UCD Competence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,979	,538		9,257	,000		
	UCD Competence	,144	,144	,290	,998	,326	,375	2,665
	IT Competence	-,060	,167	-,105	-,359	,722	,375	2,665

a. Dependent Variable: Project_Success

Enter – only Customer Orientation as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,3031	,68601	41
Customer Orientation	5,2287	,93286	41

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,417[a]	,174	,153	,63144	,174	8,212	1	39	,007	1,845

a. Predictors: (Constant), Customer Orientation

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,274	1	3,274	8,212	,007[b]
	Residual	15,550	39	,399		
	Total	18,824	40			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Customer Orientation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,700	,568		6,511	,000		
	Customer Orientation	,307	,107	,417	2,866	,007	1,000	1,000

a. Dependent Variable: Project_Success

Enter – only Ambidexterity as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2462	,67317	47
Ambidexterity (additive)	10,06028	2,047865	47

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,411[a]	,169	,150	,62046	,169	9,148	1	45	,004	1,980

a. Predictors: (Constant), Ambidexterity (additive)

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,522	1	3,522	9,148	,004[b]
	Residual	17,323	45	,385		
	Total	20,845	46			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Ambidexterity (additive)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,887	,458		8,479	,000		
	Ambidexterity (additive)	,135	,045	,411	3,025	,004	1,000	1,000

a. Dependent Variable: Project_Success

Enter – only Top Management Team as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,3514	,73254	50
Top Management Team	4,8400	1,38053	50

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,327[a]	,107	,088	,69950	,107	5,738	1	48	,021	1,753

a. Predictors: (Constant), Top Management Team

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,808	1	2,808	5,738	,021[b]
	Residual	23,487	48	,489		
	Total	26,294	49			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Top Management Team

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,512	,364		12,395	,000		
	Top Management Team	,173	,072	,327	2,395	,021	1,000	1,000

a. Dependent Variable: Project_Success

Enter – only Innovativeness as Independent Variable:

Descriptive Statistics

	Mean	Std. Deviation	N
Project_Success	5,2738	,69164	48
Innovativeness	4,3438	1,20794	48

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,134[a]	,018	-,003	,69279	,018	,843	1	46	,363	2,032

a. Predictors: (Constant), Innovativeness

b. Dependent Variable: Project_Success

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,405	1	,405	,843	,363[b]
	Residual	22,078	46	,480		
	Total	22,483	47			

a. Dependent Variable: Project_Success

b. Predictors: (Constant), Innovativeness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,940	,377		13,107	,000		
	Innovativeness	,077	,084	,134	,918	,363	1,000	1,000

a. Dependent Variable: Project_Success