The factors affecting fashion trends changing over the years by different age groups & the evolution of media.

Omnahqiran Nair Dazz

Honors Thesis
Department of Statistics
Western Michigan University
Fall 2023

Head of committee: Dr Joshua Naranjo
Committee member: Dr Kevin Lee
Table of Contents

INTRODUCTION ......................................................................................................................... 3

BACKGROUND OF THE STUDY ................................................................................................. 3
STATEMENT OF THE PROBLEM ................................................................................................. 4
PURPOSE OF THE STUDY ........................................................................................................... 4
OBJECTIVE OF STUDY ............................................................................................................... 5
SIGNIFICANCE OF THE STUDY ............................................................................................... 5
SCOPE OF THE STUDY .............................................................................................................. 5

LITERATURE REVIEW ............................................................................................................. 6

METHODOLOGY ....................................................................................................................... 8

INTRODUCTION ....................................................................................................................... 8
RESEARCH INSTRUMENTS ......................................................................................................... 8
RESPONDENTS OF THE STUDY ................................................................................................. 8
RESEARCH PROCEDURE .......................................................................................................... 9
DESCRIPTION OF VARIABLES ................................................................................................. 9
DATA ANALYSIS .................................................................................................................... 10

FINDINGS AND DISCUSSIONS: ............................................................................................... 12

CONCLUSION: ......................................................................................................................... 21

REFERENCE .......................................................................................................................... 23

APPENDIX: ............................................................................................................................. 24
INTRODUCTION

Background of the Study

I have always been a fashion enthusiast thus I wanted to incorporate fashion in my research and see how social media influences fashion in the everyday life of people of all ages. However, along the way I found that my respondents also talked about the evolution of social media for the past 15-20 years. This has given me the idea to add social media evolution into my research as well. Having this in mind this project kickstarted with the main curiosity in what people thought about when they picked their outfit and whether their choice is based on what they like or that it’s comfortable to wear or it’s socially accepted or is it according to their culture or religion or just based on the job they are in.

Fashion

Fashion describes a person, as it gives an identity to the person’s culture, generation, or the overall character of the person. Many people have the wrong idea about fashion as caring too much about what they are wearing but personally I view it more as how a person chooses to present themselves. As much as it is alright to be interested in how an individual wants to dress up and go out as fashion is defined as any way of dressing, behaving, writing, and performing, which means anything an individual wears is fashion (Sellors AB).

Media

The media started of with newspapers and place followed by magazines and class, broadcasting and mass and lastly internet and space (Shaw). The print media started out in 1704 while radio came about in the 1920s featuring talk shows, religious shows, game shows and the current events of the world (Atske S). The television which combined pictures and radio in 1933 changed media forever which now included advertisements, politician talks also for entertainment purposes (Atske
Social media and the internet started becoming popular in the 2000s where it was a two-way communication of the media (Atske S).

**Social Media**

Social media is defined to be a collection of websites that is inclusive of communication, content sharing, interaction with community-based input (Lutkevich). It has become a platform that everyone uses all day every day. In 2021, Facebook and YouTube are found to be popular with a large part of the population in the United States (Atske S). Meanwhile, using Instagram, snapchat and TikTok is more common for individuals under 30 (Auxier). Globally, 4.80 billion people around the world now use social media, which is about 60% of the world’s population.

**Statement of the Problem**

While a lot of people use social media for entertainment and communication, it is also widely used in fashion related businesses such as for apparel and shoes. It is used not only to showcase products, but also used to interact with customers, and get feedback on products. There has been a rise in online businesses especially since covid-19 and consumers have the comfort of shopping from their homes rather than physically going to the outlets (Sellors AB). It can be said that people get inspiration and input through social media on fashion trends and sometimes without realizing it.

**Purpose of the Study**

Given the fact that social media plays a big part in the majority of people especially youngsters, this research investigated how various factors, including age demographic and the influence of
social media, have shaped and continue to shape the ever-evolving landscape of fashion. This was made possible through a special questionnaire which was derived to gain comprehensive understanding of the dynamic of multifaceted nature of fashion trends (Sellors AB).

Objectives of study

1. To investigate fashion trends changing over the years and in people of different age groups
2. To find out the evolution of media
3. To investigate the factors affecting fashion trends in the current day
4. To observe the influence of social media

Significance of the Study

The findings of this study will help us understand how media influence the fashion trend among the different age groups and this can provide invaluable insights for fashion designers, brands, and retailers. These findings can aid in the development of effective market strategies. It also can shed light on how media platforms, including social media, influencers, and traditional advertising impact consumer choices. This study can also be used as forecasting and trend prediction for future fashion making it relevant and responsive to the needs and desires of diverse groups and the evolving media (Shaw DL, Hamm BJ, Knott D).

Scope of the Study

This study involved 65 respondents from the US specifically from Michigan, Malaysia, and Indonesia. The survey was conducted in Qualtrics and was disseminated through email, and social media to a group of people of different age groups as well as different cultural backgrounds.
LITERATURE REVIEW

In the years 2000-2009, the start of rise of technology, fashions inspirations from celebrities on fashion magazine such as vanity fair featuring Paris Hilton (Reddy). She polarized many trends that exist to this decade. People used her looks to be inspired not caring how it looked and followed more because it was trendy (Reddy). Rock bands looks were inspiring for men. Mostly a lot of people from the older generation still looked at newspapers and magazines for fashion inspirations followed by popular tv shows and movies.

In the mid-20th century, younger generations began to play a significant role in shaping fashion. The rebellious spirit of the youth, exemplified by movements like the 1960s counterculture, introduced unconventional styles (Reddy K). This trend continued into subsequent decades, with each generation challenging norms and contributing to the diversification of fashion.

Studies show that social, economic and cultural play a large part on influencing fashion on people as it depends on where the area is such rural or city, and countries with different cultures. While lately celebrities in shows, sport games, musicians influence youngster in choosing clothing as they always were in magazines and on television. The changed factor is now, people use social media to follow the life of celebrities (Sellors AB).

Social media have enabled users to purchase apparel, shoes, accessories etc by providing direct links through a few clicks and it connects people and communities from all around the world so any trend can quickly be known across the globe (Shaw DL, Hamm BJ, Knott D).

Different age groups also prioritize different elements such as people in their 40-60s want to be more comfortable, and wear things that are easy to put on while children are influenced by parents where clothes were chosen with comfort in mind especially for playing and lounging. Teens and working class are the ones heavily influenced by pop culture, celebrities, career choices and fast
fashion. As societies age, mature individuals have emerged as influential trendsetters. Fashion for older age groups has shifted towards elegance and comfort, challenging stereotypes and promoting inclusivity. Furthermore, a growing awareness of environmental issues has led to a rise in sustainable fashion choices among various age demographics.
METHODOLOGY

Introduction

The main purpose of the research is to investigate the factors affecting fashion trends which have changed over the years by different age groups and the evolution of media. To assess and evaluate if social media plays a big role in people’s choices of apparel and shoes. Data for the research was collected through a Questionnaire.

Research Instruments

The survey started with the demographic section asking for age, gender, and education. There are a few questions in the survey asking for the duration of internet usage in a week on social media specifically on variables like Instagram, Facebook, Snapchat, Pinterest, and Twitter. There is an added variable which is called “use in week”.

Next, there are questions related to social media to find out how the general media such as television and newspaper, specifically tv shows or movies, magazines, social norms inspire the dressing of the respondents daily. Here the respondents get to choose their inspiring media from multiple choices and also select the percentage of the influence. The variables are movies/tv shows, Instagram/TikTok, Pinterest/Tumblr, social norms, media influences and magazines.

Apart from the above said, there are other questions regarding the purpose of social media such as the length of time a respondent can be without using the internet. The questionnaire ends with a direct question that is if social media plays a role in inspiring the way one dresses.

Respondents of the Study

The age group of the respondents are from 16 to 64 years old. The respondents’ cultural background was a mixture that was not taken into account.
Research Procedure

Before the actual data collection period, a pilot study was conducted to assess the validity of the research instrument. A total of 5 were involved in the pilot study chosen randomly. During the actual study, the questionnaires that was made on Qualtrics were distributed. After the results were accumulated, it was transferred into excel and made into a dataset, media.

Description of variables

The variables of the of the dataset media which represents the demographic of the respondents are gender, age and education. Next, the variables are the use of social media including Instagram, Tiktok, Facebook, Pinterest, Twitter, Snapchat and Use.in.week which is the total of use of social media.

<table>
<thead>
<tr>
<th>Field</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Variance</th>
<th>Responses</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>0.00</td>
<td>10.00</td>
<td>7.89</td>
<td>2.55</td>
<td>6.51</td>
<td>54</td>
<td>426.00</td>
</tr>
<tr>
<td>Tiktok</td>
<td>0.00</td>
<td>10.00</td>
<td>6.31</td>
<td>3.41</td>
<td>11.59</td>
<td>42</td>
<td>265.00</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.00</td>
<td>10.00</td>
<td>4.26</td>
<td>3.17</td>
<td>10.08</td>
<td>34</td>
<td>145.00</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.00</td>
<td>10.00</td>
<td>4.50</td>
<td>3.66</td>
<td>13.41</td>
<td>38</td>
<td>171.00</td>
</tr>
<tr>
<td>Pinterest</td>
<td>0.00</td>
<td>9.00</td>
<td>3.15</td>
<td>2.81</td>
<td>7.89</td>
<td>34</td>
<td>107.00</td>
</tr>
<tr>
<td>Snapchat</td>
<td>0.00</td>
<td>10.00</td>
<td>4.95</td>
<td>3.26</td>
<td>10.65</td>
<td>37</td>
<td>183.00</td>
</tr>
</tbody>
</table>

From the use of social media question above, the scale of use of social media is 0 to 10 times in a week, the total of use.of week will be 40 as it is the addition of the social media ; Instagram, Tiktok, Pinterest and Snapchat. The social media applications that were chosen as they are a fit in the study. Twitter and Facebook were exempted as they are not photo focus apps and are more used
to connect with friends. Therefore, the boxplots below in findings shows the number males, females and non binary using the combination of 4 social media in a week with scales of 0 to 40.

Furthermore, the variables that include how one is influenced in their daily life are movies/tvshow, Instagram/tiktok, pinterest/tumblr, social norms, media influences and magazines and influence.socialmedia which is the total of the variable Instagram/tiktok and pinterest/tumblr.

Q7 - What influences the way you dress in your everyday life? (Please click on th...

<table>
<thead>
<tr>
<th>Field</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Variance</th>
<th>Responses</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies/Tv shows</td>
<td>0.00</td>
<td>100.00</td>
<td>40.85</td>
<td>25.89</td>
<td>670.29</td>
<td>48</td>
<td>1961.00</td>
</tr>
<tr>
<td>Instagram/Tiktok</td>
<td>0.00</td>
<td>100.00</td>
<td>56.36</td>
<td>32.63</td>
<td>1054.50</td>
<td>45</td>
<td>2536.00</td>
</tr>
<tr>
<td>Pinterest/Tumblr</td>
<td>0.00</td>
<td>100.00</td>
<td>44.69</td>
<td>33.26</td>
<td>1106.52</td>
<td>26</td>
<td>1162.00</td>
</tr>
</tbody>
</table>

From the question above, respondents answer each category from 0 to 100%, the new variable influence.social media would have the scale from 0 to 300.

Other variables “social media plays a role” is a yes/ no variable, “purpose of social media” which has the purposes of social media and “without internet” which is the hours/ days one could go without internet.

Data Analysis

The analysis of the chosen factor influencing fashion trends was done in R. Moreover, it was also used to make graphs, tables and was used to compare findings. Some graphs were also modelled in Qualtrics. Simple and multiple regression models were found with Age variable. Gender, Use in week were also tested out for the models. The response variable use is “influence.socialmedia”
and use of social media. Multiple models were tested for the multiple regression and anova was used to decide the best fit model.
FINDINGS AND DISCUSSIONS:

Demographic

Figure 1: The different age groups and gender participated in this study.

Based on the graphs above, the highest participants were females and the highest age group which participated are 18–24-year-olds. Thirty-five- to forty-four-year-old females are the second highest participants.
Figure 2: The Highest Education Level of the Respondents of this Study

Based on the graphs above, the highest population of participants are college students with no degree and adults with bachelor’s degree.

Social media

When asked if social media and the internet affects their life and to what extent 10 years ago (2013), the responses were 60% yes and 40% no. The ‘yes’ answers were mostly for communication, entertainment, getting information for work and school related things. The ‘no’ answers were respondents not having phones or laptops and relied more on books, getting entertainment from television and there was no social pressure on posting anything online.
Fashion inspirations

When asked what their fashion inspirations were 20 years ago, the response of magazines and television was the most common, followed by social norms which were described as wearing what everyone else was wearing. The younger audience who was in the category of (18-24 and 25-34) had responses of wearing whatever their parents give them.

When asked what their fashion inspirations were 10 years ago, the majority responded that the internet and shows influenced their decision making. There was a small group who responded about religion or culture affecting the way one dresses.
Gender affecting social media use.

Figure 4: Total use of social media in a week according to Gender

The graph above shows that the number of Males, females, and non-binary are all equal in the usage of social media. Therefore, gender does not play a major role in the use of social media in a media as the graph findings are approximately the same.

Social media influencing the way you dress

<table>
<thead>
<tr>
<th>social media plays a role.</th>
<th>Yes</th>
<th>Maybe</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>below 18</td>
<td>18</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>18-24</td>
<td>15</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>25-34</td>
<td>2</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>35-44</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>45-54</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>55-64</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>64+</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>social media play a role</th>
<th>Yes</th>
<th>Maybe</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>below 18</td>
<td>18</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>18-24</td>
<td>15</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>25-34</td>
<td>2</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>35-44</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>45-54</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>55-64</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>64+</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
According to the table and graph above, the respondents who answered ‘yes’ and ‘maybe’ were mostly in the age group of 18-24. Nineteen (19) agreed that social media plays a part in the way they dress while 27 said maybe.
Regression models

Simple linear regression models:

1. Predictor- Age groups
Response- Use of social media in a week
Use of social media in a week= 24.5 - 40.64 Age 18-24

Figure 6: The usage of Social Media in a Week

Based on the p-value 0.04156 which is less than the significant value 0.05. and also according to the regression model and plot, age does affect the use of social media in a week. As seen in the graph above, the participants below 18 has the largest number of Use.in.week which is the amount of social media used in a week, following the age group 18-24 and so on.

2. Predictor- Age groups
Response- Influence of dressing from social media
Influence of dressing from social media (influence.socialmedia)= 101- 28.95Age 18-24
Based on the graph above, age affects the influence of social media in the way one dresses. P-value is 0.00749 so model is a good fit. The graph also shows that the below 18 groups has the highest influence from social media in the way they dress followed by the 18-24 group. The scale of the above boxplot for influence.social media is 0 to 300 but the highest input is 200 which will be 200/300 x100 = 66.67% influence.

3. Predictor- Use of social media in a week
Response- Influence of dressing from social media

Influence of dressing from social media (influence.socialmedia)= 5.6839- 3.0530 Use of social media in a week.
Figure 8: The Influence of Dressing from Social Media

According to the model above, the p-value being 0.0001823 which is less significant than 0.05 also shows that the model is a good fit.

Multiple linear regression:

After comparing multiple models with anova function

Model 1: influence of social media by Age groups and Use of social media in a week

Model 2: influence of social media by Age groups, Use of social media in a week and Gender

Model 3: influence of social media by Age groups, Use of social media in a week, Gender and education

The model that fit best is with Age and Use of social media in a week as predictors and social media influence as the response.

Predictor: Age + Use of social media

Response: Social media influence to the way one dresses

Equation: influence of social media = 40.4345 - 18.9020 Age group(18-24) + 2.4721 Use of social media in a week
With 95% confidence interval, the true values for the coefficients in the final model will fall between the range given in the table above.
DISCUSSION AND CONCLUSION

Based on the results above, we have a final model which is Model 1 with predictors Age group and Use of social media in a week. We can reject null hypothesis and conclude there is a correlation between age groups and influence of social media on how one dresses. In comparison to the simple linear regression model and the multiple linear regression model, the multiple linear regression model shows a higher correlation. Thus, I would conclude that age group does play a role in how much influence social media plays on how one dresses. The other predictor also plays a significant role as the amount of time you spend on social media plays a role in how much you get influenced on social media. Although these prese predictors play a big part, there are still numerous factors influence of social media plays on how one dresses is affected by that did not make it in the data set.

Fashion trends are dynamic, influenced by a myriad of factors that have transformed over the years. The changing dynamics of age groups and the evolution of media have played pivotal roles in shaping the fashion landscape (Shaw DL, Hamm BJ, Knott D). As we look to the future, the industry must adapt to the ever-evolving interplay between age groups, media, and societal values to remain relevant and responsive to the diverse and dynamic preferences of consumers. By understanding these complex relationships, fashion professionals can navigate the evolving landscape and contribute to a more inclusive and sustainable industry (Reddy K).

The increasing awareness of environmental and ethical issues is driving a shift towards sustainable and ethical fashion choices across age groups (Reddy K). Consumers are becoming more conscious of their impact on the environment, influencing the industry to adopt more responsible
practices. Advancements in technology, including augmented reality (AR) and virtual reality (VR), are likely to further revolutionize the fashion industry. Virtual try-on experiences and digital fashion shows may become integral parts of the consumer experience.
REFERENCE:


APPENDIX

Questionnaire

How old are you?

- Below 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+ years old

How would you describe yourself?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

The highest level of education you have completed

- High school or lesser
- High school diploma/GED
- College but no degree
- Associates or technical degree
- Bachelor's degree
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS)
Which of the following social media applications, if any, do you frequently use in a week? Check all that apply. (Please click on the bar at 0 if your answer is none)

1. Instagram
2. Tiktok
3. Facebook
4. Twitter
5. Pinterest
6. Snapchat
What influences the way you dress in your everyday life? (Please click on the bar at 0 if your answer is none)

Movies/Tv shows

Instagram/Tiktok

Pinterest/tumblr

Social norms

Media influences

Magazines

Does social media play a huge role on the way you dress?

☐ Yes

☐ Maybe

☐ No

☐ Own answer
What is the purpose of social media in your daily life?

- Entertainment
- Fashion
- Cooking/baking recipes
- Home repairs
- Communication
- Others

Do you think you could go on without going on the internet? (excludes work and school related things)

- Yes, up to 10 hours in a day
- Yes, the whole day
- Maybe for 3 hours
- Not at all
- Other
Did social media/internet influence your life to this extent 10 years ago? And how (please answer why even if your answer is no)

Yes

No

What were your fashion inspirations about 20 years ago (2003-2005) compared to today? (ex: newspaper, magazines, internet, television)

What were your fashion inspirations about 10 years ago (2013-2015) compared to today? (ex: newspaper, magazines, internet, television)

How would you describe your fashion inspirations today?

Notes, questions, comments
Simple Linear regression

1. ```> m1 <- lm(formula = Use.in.week ~ media$Age)``` 
```Call: lm(formula = Use.in.week ~ media$Age)``` 
```Coefficients:``` 
```
Estimate Std. Error t value Pr(>|t|)
(Intercept) 24.500 5.407 4.531 3.78e-05 ***
media$Age18-24 -4.064 5.544 -0.733 0.46700
``` 
```---``` 
```Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1``` 
```Residual standard error: 7.647 on 49 degrees of freedom``` 
```(1 observation deleted due to missingness)``` 
```Multiple R-squared: 0.2046, Adjusted R-squared: 0.1234``` 
```F-statistic: 2.52 on 5 and 49 DF, p-value: 0.04156``` 

2. ```> m3 <- lm(influence.socialmedia ~ media$Age)``` 
```> summary(m3)``` 
```Call: lm(formula = influence.socialmedia ~ media$Age)``` 
```Residuals:``` 
```
Min 1Q Median 3Q Max
-72.051 -47.126 2.949 27.949 130.800
``` 
```Coefficients:``` 
```
Estimate Std. Error t value Pr(>|t|)
(Intercept) 101.00 36.20 2.790 0.00749 **
media$Age18-24 -28.95 37.12 -0.780 0.43924
media$Age25-34 -44.20 42.84 -1.032 0.30724
media$Age35-44 -51.80 42.84 -1.209 0.23239
media$Age45-54 -93.50 51.20 -1.826 0.07393 .
media$Age55-64 -101.00 51.20 -1.973 0.05420 .
``` 
```---``` 
```Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1``` 
```Residual standard error: 51.2 on 49 degrees of freedom``` 
```(1 observation deleted due to missingness)``` 
```Multiple R-squared: 0.1415, Adjusted R-squared: 0.05389``` 
```F-statistic: 1.615 on 5 and 49 DF, p-value: 0.1736``` 

3. ```> m2 <- lm(influence.socialmedia ~ Use.in.week)``` 
```Call: lm(formula = influence.socialmedia ~ Use.in.week)``` 
```Residuals:```
Multiple linear regression

Call:
  lm(formula = influence.socialmedia ~ media$Age + Use.in.week)

Residuals:
  Min 1Q Median 3Q Max
-82.334 -34.120 0.722 31.102 108.747

Coefficients:
  Estimate Std. Error t value Pr(>|t|)
(Intercept) 40.4345 40.4970 0.998 0.32306
media$Age18-24 -18.9020 35.0474 -0.539 0.59215
Use.in.week  2.4721  0.8982  2.752  0.00833 **

---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 48.08 on 48 degrees of freedom
(1 observation deleted due to missingness)
Multiple R-squared: 0.2585,  Adjusted R-squared: 0.1658
F-statistic: 2.789 on 6 and 48 DF,  p-value: 0.0208

Fitting the right regression model
> anova(m3,test1)
Analysis of Variance Table

Model 1: influence.socialmedia ~ media$Age
Model 2: influence.socialmedia ~ media$Age + Use.in.week
  Res.Df RSS Df Sum of Sq      F Pr(>F)
1     49 128458
2     48 110950  1     17508 7.5745 0.008

---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1
> anova(test1,test2)
Analysis of Variance Table

Model 1: influence.socialmedia ~ media$Age + Use.in.week
Model 2: influence.socialmedia ~ media$Age + Use.in.week + media$Gender

Res.Df   RSS Df Sum of Sq  F Pr(>F)
1   48 110950
2   45 107447  3    3503.2 0.4891 0.6916

> anova(test1,test3)
Analysis of Variance Table

Model 1: influence.socialmedia ~ media$Age + Use.in.week
Model 2: influence.socialmedia ~ media$Age + Use.in.week + media$Gender +
          media$Education

Res.Df   RSS Df Sum of Sq    F Pr(>F)
1  48 110950
2  41  94686  7    16264 1.006 0.4412

> anova(m3,test2)
Analysis of Variance Table

Model 1: influence.socialmedia ~ media$Age
Model 2: influence.socialmedia ~ media$Age + Use.in.week + media$Gender +
          media$Education

Res.Df   RSS Df Sum of Sq  F Pr(>F)
1   49 128458
2   45 107447  4    21011 2.2 0.08413 .

---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

> anova(m3,test3)
Analysis of Variance Table

Model 1: influence.socialmedia ~ media$Age
Model 2: influence.socialmedia ~ media$Age + Use.in.week + media$Gender +
          media$Education

Res.Df   RSS Df Sum of Sq  F Pr(>F)
1   49 128458
2   41  94686  8    33772 1.8279 0.09949 .

2. Model Inference

> confint(test1)

          2.5 %     97.5 %
(Intercept) -40.9901044 121.859136
media$Age18-24  -89.3695510  51.565531
media$Age25-34  -108.5354897  55.238750
media$Age35-44  -125.6773928  36.415344
media$Age45-54  -160.8399100  38.113485
media$Age55-64  -153.8364597  53.190943
Use.in.week     0.6660749   4.278046