

Discriminant validity

區辨效度

Each proposed factor is intended to measure a distinctive event.

The square root of the AVE for each construct was larger than its correlation values with other factors

Table 3. Results of the discriminant validity analysis.

	Mean	St. dev.	IQ	PL	EB	INT	COL	SP	ENT	ARO	SAT	WOM
IQ	3.66	0.86	.87									
PL	3.54	0.76	.27	.89								
EB	3.08	1.04	.34	.37	.78							
INT	3.12	1.01	.39	.16	.44	.81						
COL	3.37	0.85	.35	.32	.43	.50	.82					
SP	3.26	1.01	.55	.30	.47	.53	.54	.91				
ENT	3.49	0.93	.58	.20	.32	.44	.34	.66	.91			
ARO	2.98	0.89	.53	.24	.47	.50	.39	.67	.67	.95		
SAT	3.64	0.82	.64	.27	.43	.41	.43	.65	.65	.61	.93	
WOM	3.73	0.84	.57	.32	.37	.39	.45	.54	.54	.50	.72	.93