



Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS

Robert Ho

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Many statistics texts tend to focus more on the theory and mathematics underlying statistical tests than on their applications and interpretation. This can leave readers with little understanding of how to apply statistical tests or how to interpret their findings. While the SPSS statistical software has done much to alleviate the frustrations of social science professionals and students who must analyze data, they still face daunting challenges in selecting the proper tests, executing the tests, and interpreting the test results.

With emphasis firmly on such practical matters, this handbook sets forth clear guidelines for performing specific statistical tests with SPSS and interpreting the output. The author clearly explains the purpose of each test and the research designs for which they are relevant, demonstrates the execution of the tests, and explains how to interpret the results obtained. The presentation covers not only the point-and-click Windowsä method of using SPSS, but also the syntax method, which provides users with the power and flexibility to deal with complex experimental designs. All chapters include the full SPSS output of the test being addressed and the step-by-step interpretation of the results. All of the data sets used in the examples along with the SPSS code are freely available for download at www.crcpress.com.

Armed with the knowledge, tools, and experience this handbook provides, social scientists, both student and professional, can maximize the utility of SPSS, choose the right statistical tests with confidence, and more accurately and appropriately interpret their results.

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