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Balancing simplicity with technical rigour, this practical guide to the statistical techniques essential to research in marketing and related fields, describes each method as well

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as showing how they are applied. The book is accompanied by two real data sets to replicate examples and with exercises to solve, as well as detailed guidance on the use of appropriate software including: - 750 powerpoint slides with lecture notes and step-by-

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step guides to run analyses in SPSS
(also includes screenshots) - 136
multiple choice questions for tests

This is augmented by in-depth
discussion of topics including: -
Sampling - Data management and
statistical packages - Hypothesis

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testing - Cluster analysis - Structural
equation modelling

The spread of sophisticated computer packages and the machinery on which to run them has meant that procedures which were previously only available to experienced

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researchers with access to expensive machines and research students can now be carried out in a few seconds by almost every undergraduate.

Understanding and Using Advanced Statistics provides the basis for gaining an understanding of what

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these analytic procedures do, when they should be used, and what the results provided signify. This comprehensive textbook guides students and researchers through the transition from simple statistics to more complex procedures with

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accessible language and illustration. This book reviews the statistical procedures used to detect measurement bias. Measurement bias is examined from a general latent variable perspective so as to accommodate different forms of

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testing in a variety of contexts including cognitive or clinical variables, attitudes, personality dimensions, or emotional states.

Measurement models that underlie psychometric practice are described, including their strengths and

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limitations. Practical strategies and examples for dealing with bias detection are provided throughout. The book begins with an introduction to the general topic, followed by a review of the measurement models used in psychometric theory.

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Emphasis is placed on latent variable models, with introductions to classical test theory, factor analysis, and item response theory, and the controversies associated with each, being provided. Measurement invariance and bias in the context of multiple populations is

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defined in chapter 3 followed by chapter 4 that describes the common factor model for continuous measures in multiple populations and its use in the investigation of factorial invariance. Identification problems in confirmatory factor analysis are

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examined along with estimation and fit evaluation and an example using WAIS-R data. The factor analysis model for discrete measures in multiple populations with an emphasis on the specification, identification, estimation, and fit evaluation issues is

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addressed in the next chapter. An MMPI item data example is provided. Chapter 6 reviews both dichotomous and polytomous item response scales emphasizing estimation methods and model fit evaluation. The use of models in item response theory in

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evaluating invariance across multiple populations is then described, including an example that uses data from a large-scale achievement test. Chapter 8 examines item bias evaluation methods that use observed scores to match individuals and

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provides an example that applies item response theory to data introduced earlier in the book. The book concludes with the implications of measurement bias for the use of tests in prediction in educational or employment settings. A valuable

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supplement for advanced courses on psychometrics, testing, measurement, assessment, latent variable modeling, and/or quantitative methods taught in departments of psychology and education, researchers faced with considering bias in measurement will

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also value this book.

Applied Factor Analysis was written to help others apply factor analysis throughout the sciences with the conviction that factor analysis is a calculus of the social sciences. The book developed from research

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undertaken to do a 236-variable cross-national analysis.

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Multivariate Statistical Methods
Common Factor Analysis for

Empirical Researchers

Panel Data Econometrics

Doing Quantitative Research in

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Education with SPSS

A Step-by-Step Guide to Exploratory
Factor Analysis with R and RStudio

Best Practices in Exploratory Factor

Analysis (EFA) is a practitioner-

oriented look at this popular and often-

misunderstood statistical technique. We

avoid formulas and matrix algebra,

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instead focusing on evidence-based best practices so you can focus on getting the most from your data. Each chapter reviews important concepts, uses real-world data to provide authentic examples of analyses, and provides guidance for interpreting the results of these analysis. Not only does this book

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**clarify often-confusing issues like
various extraction techniques, what
rotation is really rotating, and how to
use parallel analysis and MAP criteria
to decide how many factors you have,
but it also introduces replication
statistics and bootstrap analysis so that
you can better understand how**

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**precisely your data are helping you
estimate population parameters.**

**Bootstrap analysis also informs readers
of your work as to the likelihood of
replication, which can give you more
credibility. At the end of each chapter,
the author has recommendations as to
how to enhance your mastery of the**

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material, including access to the data sets used in the chapter through his web site. Other resources include syntax and macros for easily incorporating these progressive aspects of exploratory factor analysis into your practice. The web site will also include enrichment activities, answer keys to select

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**exercises, and other resources. The
fourth "best practices" book by the
author, Best Practices in Exploratory
Factor Analysis continues the tradition
of clearly-written, accessible guides for
those just learning quantitative methods
or for those who have been researching
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**Chapters on factor scores, higher-order
factor analysis, and reliability.**

**Chapters: 1 INTRODUCTION TO
EXPLORATORY FACTOR
ANALYSIS 2 EXTRACTION AND
ROTATION 3 SAMPLE SIZE
MATTERS 4 REPLICATION
STATISTICS IN EFA 5 BOOTSTRAP**

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**APPLICATIONS IN EFA 6 DATA
CLEANING AND EFA 7 ARE
FACTOR SCORES A GOOD IDEA? 8
HIGHER ORDER FACTORS 9
AFTER THE EFA: INTERNAL
CONSISTENCY 10 SUMMARY AND
CONCLUSIONS**

Making Sense of Statistical Methods in

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Social Research is a critical introduction to the use of statistical methods in social research. It provides a unique approach to statistics that concentrates on helping social researchers think about the conceptual basis for the statistical methods they're using. Whereas other statistical methods books instruct

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**students in how to get through the
statistics-based elements of their chosen
course with as little mathematical
knowledge as possible, this book aims to
improve students' statistical literacy,
with the ultimate goal of turning them
into competent researchers. Making
Sense of Statistical Methods in Social**

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Research contains careful discussion of the conceptual foundation of statistical methods, specifying what questions they can, or cannot, answer. The logic of each statistical method or procedure is explained, drawing on the historical development of the method, existing publications that apply the method, and

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methodological discussions. Statistical techniques and procedures are presented not for the purpose of showing how to produce statistics with certain software packages, but as a way of illuminating the underlying logic behind the symbols. The limited statistical knowledge that students gain

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from straight forward 'how-to' books makes it very hard for students to move beyond introductory statistics courses to postgraduate study and research. This book should help to bridge this gap. There is a growing trend these days to use statistical methods to comprehend and explain various situations and

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phenomena in different disciplines.

Managers, social scientists and
practicing researchers are increasingly
collecting information and applying
scientific methods to analyze the data.
The ability to use statistical methods
and tools becomes a crucial skill for the
success of such efforts. This book is

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**designed to assist students, managers,
academics and researchers in solving
statistical problems using SPSS and to
help them understand how they can
apply various statistical tools for their
own research problems. SPSS is a very
powerful and user friendly computer
package for data analyses. It can take**

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**data from most other file types and
generate tables, charts, plots, and
descriptive statistics, and conduct**

**complex statistical analyses. After
providing a brief overview of SPSS and
basic statistical concepts, the book
covers: - Descriptive statistics - t-tests,
chi-square tests and ANOVA -**

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**Correlation analysis - Multiple and
logistics regression - Factor analysis and
testing scale reliability - Advanced data
handling Illustrated with simple,
practical problems, and screen shots,
this book outlines the steps for solving
statistical problems using SPSS.**

Although the illustrations are based on

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version 16.0 of SPSS, users of the earlier versions will find the book equally useful and relevant. Written in a reader-friendly, non-technical style, this book will serve as a companion volume to any statistics textbook.

This book provides a non-mathematical introduction to the theory and

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application of Exploratory Factor Analysis. Among the issues discussed are the use of confirmatory versus exploratory factor analysis, the use of principal components analysis versus common factor analysis, and procedures for determining the appropriate number of factors.

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**The Analysis of Covariance and
Alternatives**

**Statistical Methods for Practice and
Research**

An Easy Guide to Factor Analysis

A Student's Guide

**Introduction to Structural Equation
Modeling Using IBM SPSS Statistics**

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and Amos

*Factor Analysis Statistical Methods
and Practical Issues SAGE*

*Designed for potential users of factor
analysis who are willing to "let the
computer do the work," but are
interested in gaining a firm grasp of
the conceptual foundations of the*

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technique. It does not presume
advanced mathematical or statistical
skills on the reader's part.

*This clearly written textbook clarifies
the concepts underpinning
descriptive and inferential statistics
in organizational research. Acting as
much more than a theoretical*

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reference tool, step-by-step it guides
readers through the various key
stages of successful data analysis.

*Covering everything from
introductory descriptive statistics to
advanced inferential techniques such
as ANOVA, multiple and logistic
regression and factor analysis, this is*

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one of the most comprehensive textbooks available. Using examples directly relevant to organizational research it includes practical advice on such topics as the size of samples required in research studies, using and interpreting SPSS, and writing up results. In helping readers to

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develop a sound understanding of
statistical methods, rather than
focusing on complex formulas and
computations, this outstanding
textbook is as appropriate for those
who wish to refresh their knowledge
as those new to the subject area.

Statistical Methods, Fourth Edition,

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is designed to introduce students to a wide-range of popular and practical statistical techniques. Requiring a minimum of advanced mathematics, it is suitable for undergraduates in statistics, or graduate students in the physical, life, and social sciences. By providing an overview of statistical

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*reasoning, this text equips readers
with the insight needed to*

*summarize data, recognize good
experimental designs, implement
appropriate analyses, and arrive at
sound interpretations of statistical
results. Includes extensive case
studies and exercises drawn from a*

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variety of disciplines Provides
practice problems for each chapter
with complete solutions Offers new
and updated data sets available
online Includes recommended data
analysis projects with accompanying
data sets

Making Sense of Statistical Methods

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in Social Research
Best Practices in Quantitative
Methods

A First Course

Statistical Methods for Geography

*Statistical Factor Analysis and
Related Methods*

Multivariate statistics refer to an

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assortment of statistical methods that have been developed to handle situations in which multiple variables or measures are involved. Any analysis of more than two variables or measures can loosely be considered a multivariate statistical analysis. An introductory text for students learning multivariate statistical methods

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for the first time, this book keeps
mathematical details to a minimum while
conveying the basic principles. One of the

principal strategies used throughout the
book--in addition to the presentation of
actual data analyses--is pointing out the
analogy between a common univariate
statistical technique and the corresponding

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multivariate method. Many computer examples--drawing on SAS software --are used as demonstrations. Throughout the book, the computer is used as an adjunct to the presentation of a multivariate statistical method in an empirically oriented approach. Basically, the model adopted in this book is to first present the

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theory of a multivariate statistical method along with the basic mathematical computations necessary for the analysis of data. Subsequently, a real world problem is discussed and an example data set is provided for analysis. Throughout the presentation and discussion of a method, many references are made to the

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computer, output are explained, and
exercises and examples with real data are
included.

Factor analysis is a statistical technique widely used in psychology and the social sciences. With the advent of powerful computers, factor analysis and other multivariate methods are now available to

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many more people. An Easy Guide to Factor Analysis presents and explains factor analysis as clearly and simply as possible. The author, Paul Kline, carefully defines all statistical terms and demonstrates step-by-step how to work out a simple example of principal components analysis and rotation. He further explains

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other methods of factor analysis, including confirmatory and path analysis, and concludes with a discussion of the use of the technique with various examples. An Easy Guide to Factor Analysis is the clearest, most comprehensible introduction to factor analysis for students. All those who need to use statistics in psychology

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and the social sciences will find it
invaluable. Paul Kline is Professor of

Psychometrics at the University of Exeter.

He has been using and teaching factor
analysis for thirty years. His previous

books include Intelligence: the

psychometric view (Routledge 1990) and

The Handbook of Psychological Testing

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This accessible and authoritative introduction is essential for education students and researchers needing to use quantitative methods for the first time. Using datasets from real-life educational research and avoiding the use of mathematical formulae, the author guides

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students through the essential techniques that they will need to know, explaining each procedure using the latest version of SPSS. The datasets can also be downloaded from the book's website, enabling students to practice the techniques for themselves. This revised and updated second edition now also

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includes more advanced methods such as log linear analysis, logistic regression, and canonical correlation. Written specifically for those with no prior experience of quantitative research, this book is ideal for education students and researchers in this field.

Describes various commonly used

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methods of initial factoring and factor rotation. In addition to a full discussion of exploratory factor analysis, confirmatory factor analysis and various methods of constructing factor scales are also presented.

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Research

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What It Is and How To Do It
Advanced and Multivariate Statistical
Methods

Statistical Methods for Ranking Data
Factor Analysis and Related Methods
*Statistical Methods for Geography
is the essential introduction for
geography students looking to*

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*fully understand and apply key
statistical concepts and*

*techniques. Now in its fifth
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student learning, and includes
definitions, examples, and
exercises throughout. Fully*

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text includes: · Coverage of
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inferential statistics, hypothesis testing and sampling, variance, correlation, regression analysis, spatial patterns, spatial data reduction using factor analysis and cluster analysis. · New examples from physical geography and additional real-

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*world examples. · Updated in-text
and online exercises along with
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the only text you'll need for
undergraduate courses in
statistical analysis, statistical
methods, and quantitative
geography.*

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More than 2 decades have passed since the 1990-1991 conflict in the Persian Gulf. During the intervening years, many Gulf War veterans have experienced various unexplained symptoms that many associate with service in the gulf region, but no specific

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*exposure has been definitively
associated with symptoms.*

*Numerous researchers have
described the pattern of signs
and symptoms found in deployed
Gulf War veterans and noted that
they report unexplained
symptoms at higher rates than*

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*nondeployed veterans or
veterans deployed elsewhere
during the same period. Gulf War
veterans have consistently shown
a higher level of morbidity than
the nondeployed, in some cases
with severe and debilitating
consequences. However, efforts*

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*to define a unique illness or
syndrome in Gulf War veterans*

*have failed, as have attempts to
develop a uniformly accepted
case definition. Chronic*

*Multisymptom Illness in Gulf War
Veterans is a comprehensive
review of the available scientific*

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*and medical literature regarding
symptoms for chronic
multisymptom illness (CMI)
among the 1991 Gulf War
Veterans. This report evaluates
and summarizes the literature in
an effort to identify appropriate
terminology to use in referring to*

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CMI in Gulf War Veterans. While the report does not recommend one specific case definition over another, Chronic Multisymptom Illness in Gulf War Veterans does recommend the consideration of two case definitions on the basis of their concordance with the

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*evidence and their ability to
identify specific symptoms
commonly reported by Gulf War*

*veterans. This report
recommends that the Department
of Veterans Affairs use the term
Gulf War illness rather than CMI.
The report recommends that that*

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the Department of Veterans
Affairs, to the extent possible,

systematically assess existing
data to identify additional

features of Gulf War illness, such
as onset, duration, severity,

frequency of symptoms, and

exclusionary criteria to produce a

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more robust case definition.*

*This book presents various
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recently developed and
Sciences
traditional statistical techniques,
which are increasingly being
applied in social science research.
The social sciences cover diverse
phenomena arising in society, the*

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*economy and the environment,
some of which are too complex to
allow concrete statements; some
cannot be defined by direct
observations or measurements;
some are culture- (or region-)
specific, while others are generic
and common. Statistics, being a*

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*scientific method - as distinct
from a 'science' related to any
one type of phenomena - is used*

*to make inductive inferences
regarding various phenomena.
The book addresses both
qualitative and quantitative
research (a combination of which*

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is essential in social science
research) and offers valuable
supplementary reading at an
advanced level for researchers.
Ideal for non-math majors,
Advanced and Multivariate
Statistical Methods teaches
students to interpret, present,

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*and write up results for each
statistical technique without
overemphasizing advanced math.*

*This highly applied approach
covers the why, what, when and
how of advanced and multivariate
statistics in a way that is neither
too technical nor too*

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mathematical. Students also learn how to compute each technique using SPSS software. New to the Sixth Edition Instructor ancillaries are now available with the sixth edition. All SPSS directions and screenshots have been updated to Version 23 of the software.

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Student learning objectives have been added as a means for students to target their learning and for instructors to focus their instruction. Key words are reviewed and reinforced in the end of chapter material to ensure that students understand the

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*vocabulary of advanced and
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multivariate statistics.*

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Factor Analysis*

Theory and Applications

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Statistical Approaches to

Measurement Invariance

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Sciences, Experiments, Quasi-Experiments,
and Single-Case Studies*

This comprehensive Second Edition offers readers a complete guide to carrying out research projects involving structural

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equation modeling (SEM).

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analysis of AMOS' graphical
interface, a new chapter on latent
curve models and detailed
explanations of the structural
equation modeling process, this

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second edition is the ideal guide for those new to the field. The book includes: Learning objectives, key concepts and questions for further discussion in each chapter. Helpful diagrams and screenshots to

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expand on concepts covered in the texts. Real life examples from a variety of disciplines to show how SEM is applied in real research contexts. Exercises for each chapter on an accompanying companion

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website. A new glossary.

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Assuming no previous
experience of the subject, and a
minimum of mathematical
knowledge, this is the ideal guide
for those new to SEM and an
invaluable companion for

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students taking introductory
SEM courses in any discipline.

Niels J. Blunch was formerly in
the Department of Marketing and
Statistics at the University of
Aarhus, Denmark

A firm knowledge of factor

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analysis is key to understanding
much published research in the
social and behavioral sciences.
Exploratory Factor Analysis by
W. Holmes Finch provides a
solid foundation in exploratory
factor analysis (EFA), which

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along with confirmatory factor analysis, represents one of the two major strands in this field.

The book lays out the mathematical foundations of EFA; explores the range of methods for extracting the initial

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factor structure; explains factor rotation; and outlines the methods for determining the number of factors to retain in EFA. The concluding chapter addresses a number of other key issues in EFA, such as

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determining the appropriate sample size for a given research problem, and the handling of missing data. It also offers brief introductions to exploratory structural equation modeling, and multilevel models for EFA.

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Example computer code, and the annotated output for all of the examples included in the text are available on an accompanying website.

Statistical Factor Analysis and
Related Methods Theory and

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In bridging the gap between the mathematical and statistical theory of factor analysis, this new work represents the first unified treatment of the theory and practice of factor analysis and

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latent variable models. It focuses
on such areas as: * The classical
principal components model and
sample-population inference *
Several extensions and
modifications of principal
components, including Q and

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three-mode analysis and
principal components in the
complex domain * Maximum
likelihood and weighted factor
models, factor identification,
factor rotation, and the
estimation of factor scores * The

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use of factor models in
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conjunction with various types of
data including time series,
spatial data, rank orders, and
nominal variable * Applications
of factor models to the
estimation of functional forms

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and to least squares of
regression estimators

This text presents a
comprehensive treatment of
basic statistical methods and
their applications. It focuses on
the analysis of variance and

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regression, but also addressing
basic ideas in experimental
design and count data. The book
has four connecting themes:
similarity of inferential
procedures, balanced one-way
analysis of variance, comparison

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of models, and checking
assumptions. Most inferential
procedures are based on

identifying a scalar parameter of
interest, estimating that
parameter, obtaining the
standard error of the estimate,

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and identifying the appropriate
reference distribution. Given
these items, the inferential

procedures are identical for
various parameters. Balanced
one-way analysis of variance has
a simple, intuitive interpretation

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in terms of comparing the
sample variance of the group
means with the mean of the
sample variance for each group.
All balanced analysis of variance
problems are considered in
terms of computing sample

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variances for various group means. Comparing different models provides a structure for examining both balanced and unbalanced analysis of variance problems and regression problems. Checking

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assumptions is presented as a crucial part of every statistical analysis. Examples using real data from a wide variety of fields are used to motivate theory. Christensen consistently examines residual plots and

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presents alternative analyses using different transformation and case deletions. Detailed examination of interactions, three factor analysis of variance, and a split-plot design with four factors are included. The

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numerous exercises emphasize
analysis of real data. Senior
undergraduate and graduate
students in statistics and
graduate students in other
disciplines using analysis of
variance, design of experiments,

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