Green Salkind Spss Lesson 24

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

"Comprising more than 500 entries, the Encyclopedia of Research Design explains how to make decisions about research design, undertake research projects in an ethical manner, interpret and draw valid inferences from data, and evaluate experiment design strategies and results. Two additional features carry this encyclopedia far above other works in the field: bibliographic entries devoted to significant articles in the history of research design and reviews of contemporary tools, such as software and statistical procedures, used to analyze results. It covers the spectrum of research design strategies, from material presented in introductory classes to topics necessary in graduate research; it addresses cross- and multidisciplinary research needs, with many examples drawn from the social and behavioral sciences, neurosciences, and biomedical and life sciences; it provides summaries of advantages and disadvantages of often-used strategies; and it uses hundreds of sample tables, figures, and equations based on real-life cases."--Publisher's description.

For courses in Experimental Methods and in Research Methods in Political Science and Sociology An informative and unintimidating look at the basics of research in the social and behavioral sciences Exploring Research makes research methods accessible for students - describing how to collect and analyze data, and providing thorough instruction on how to prepare and write a research proposal and manuscript. Author Neil Salkind covers the research process, problem selection, sampling and generalizability, and the measurement process. He also incorporates the most common types of research models used in the social and behavioral sciences, including qualitative methods. The Ninth Edition explores the use of electronic sources (the Internet) as a means to enhance research skills, includes discussions about scientific methods, and places a strong emphasis on ethics. NOTE: This ISBN is for a Pearson Books a la Carte edition: a convenient, three-hole-punched, loose-leaf text. In addition to the flexibility offered by this format, Books a la Carte editions offer students great value, as they cost significantly less than a bound textbook.

HR metrics and organizational people-related data are an invaluable source of information from which to identify key trends and patterns in order to make effective business decisions. HR practitioners often, however, lack the statistical and analytical know-how to fully harness their potential. Predictive HR Analytics provides a clear, accessible framework with which to understand and work with people analytics and advanced statistical techniques. Step-by-step and by using worked examples, this book shows readers how to carry out and interpret analyses of various forms of HR data, such as employee engagement, performance and turnover, using the statistical packages SPSS (with R syntax provided), and, importantly, how to use the results to enable practitioners to develop effective evidence-based HR strategies. This second edition of Predictive HR Analytics has been updated to include new material on machine learning, biased algorithms, data protection and GDPR considerations, a new example using Kaplan Meier Survival analyses for tenure/turnover modelling and updated screenshots and examples with SPSS version 25. It is supported by a new appendix showing main R coding for the focal analyses approaches in the book, and online resources consisting of SPSS and Excel data sets and R syntax with worked case study examples.

Now in its third edition, this title teaches an often intimidating and difficult subject in a way that is informative, personable, and clear.

Fierce competition in today's global market offers a powerful motivation for developing even more sophisticated and multi-functional technology tools. Implementing these specific techniques and strategies benefits global economics and contributes to the harmonization of economic interests at the micro- and macro-levels. Avatar-Based Models, Tools, and Innovation in the Digital Economy is an essential reference source that provides a critical analysis of avatar-based models, tools, and neuro natural platforms and features developments in terms of the application of these theories and methodologies to the communication and socio-economic sphere. Featuring research on topics such as digital communications, economic development, and consumer management, this book is ideally designed for students, researchers, industry professionals, and academicians seeking coverage on combining the use of intelligence artificial and natural approaches to a variety of communication technologies.

How to Use SPSS® is designed with the novice computer user in mind and for people who have no previous experience of using SPSS. Each chapter is divided into short sections that describe the statistic being used, important underlying assumptions, and how to interpret the results and express them in a research report. The book begins with the basics, such as starting SPSS, defining variables, and entering and saving data. It covers all major statistical techniques typically taught in beginning statistics classes, such as descriptive statistics, graphing data, prediction and association, parametric inferential statistics, nonparametric inferential statistics and statistics for test construction. More than 250 screenshots (including sample output) throughout the book show students exactly what to expect as they follow along using SPSS. The book includes a glossary of statistical terms and practice exercises. A complete set of online resources including video tutorials and output files for students, and PowerPoint slides and test bank questions for instructors, make How to Use SPSS® the definitive, field-tested resource for learning SPSS. New to this edition: Fully updated to SPSS 24 and IBM SPSS Statistics Cloud New chapter on ANOVA New material on inter-rater reliability New material on syntax

Additional coverage of data entry and management
Thoroughly updated, more concise than the previous edition, and available for the first time in paperback, "Research Methods for Political Science" is designed to help students learn what to research, why to research, and how to research. The text integrates both quantitative and qualitative approaches to research in one volume, and includes the most comprehensive coverage of qualitative methods currently available. It covers such important topics as research design, specifying research problems, designing questionnaries and writing questions, designing and carrying out qualitative research, and analyzing both quantitative and qualitative research data. Heavily illustrated, classroom tested, and exceptionally readable and engaging, the text also provides specific instructions on the use of available statistical software programs such as Excel and SPSS.
Introductory Statistics Using SPSS, by Herschel Knapp, shows readers how to properly select, process, and interpret statistics without heavy emphasis on theory, formula derivations, or abstract mathematical concepts. Each chapter is structured to answer questions that readers most want answered, including: how to choose the appropriate test for each situation, how to set up the data, how to run the test, and how to interpret and document the results. Requiring no hand calculations, this highly applied book helps readers “get the story” from their data. They learn by doing, completing practice exercises at the end of each chapter. Video tutorials on the accompanying website clearly demonstrate how to set up the data and run the test in SPSS. Contents: PART I: STATISTICAL PRINCIPLES – 1) Research Principles 2) Sampling 3) Working in SPSS; PART II: STATISTICAL PROCESSES – 4) Descriptive Statistics 5) T Test 6) ANOVA 7) Paired T Test 8) Correlation and Regression 9) Chi-Square; PART III: DATA HANDLING – 10) Supplemental SPSS Operations; PART IV – SOLUTIONS TO ODD-NUMBERED EXERCISES
Understanding and Evaluating Research: A Critical Guide aims to sensitize students to the necessity of learning how not to defer to the mysterious authority of the experts, but rather to learn how to be a critical consumer of others' research, and to gain confidence in their ability to be producers of research. Sue McGregor shows students how to be research literate, and how to find, critique and apply other people's scholarship. This textbook is grounded in a solid understanding of the prevailing research methodologies for creating new knowledge (philosophical underpinnings), which in turn dictate problem posing, theory selection, and research methods (tasks for sampling, collecting and analyzing data, and reporting results).
Making Sense of Statistics is the ideal introduction to the concepts of descriptive and inferential statistics for students undertaking their first research project. It presents each statistical concept in a series of short steps, then uses worked examples and exercises to enable students to apply their own learning. It focuses on presenting the why as well as the how of statistical concepts, rather than computations and formulae, so is suitable for students from all disciplines regardless of mathematical background. Only statistical techniques that are almost universally included in introductory statistics courses, and widely reported in journals, have been included. Once students understand and feel comfortable with the statistics that meet these criteria, they should find it easy to master additional statistical concepts. New to the Seventh Edition Retaining the key features and organization that have made this book an indispensable text for teaching and learning the basic concepts of statistical analysis, this new edition features: discussion of the use of observation in quantitative and qualitative research the inclusion of introductions to the book, and each Part. section objectives listed at the beginning of each section to guide the reader. new material on key topics such as z-scores, probability, Central Limit Theorem, Standard Deviation and simple and multiple regression Expanded discussion on t test with separate sections for independent and dependent samples t tests, as well as one-sample t test progressive analysis of bivariate vs multivariate statistics (starts with the basic concepts and moves to more complex analysis as the student progresses) updated and extended pedagogical material such as Chapter Objectives, exercises and worked examples to test and enhance student’s understanding of the material presented in the chapter Bolded key terms, with definitions and Glossary for quick referral expanded Appendices include a brief reference list of some common computational formulas and examples. a Glossary of key terms has been added at the end of the book, with references to sections in parenthesis. New online instructor resources for classroom use consisting of test bank questions and Powerpoint slides, plus material on basic math review
Assuming no prior knowledge, Educational Research by R. Burke Johnson and Larry Christensen offers a comprehensive, easily digestible introductory research methods text for undergraduate and graduate students. Readers will develop an understanding of the multiple research methods and strategies used in education and related fields; how to read and critically evaluate published research; and the ability to write a proposal, construct a questionnaire, and conduct an empirical research study on their own. Students rave about the clarity of this best seller and its usefulness for their studies, enabling them to become critical consumers and users of research.
A Handbook of Statistical Analyses Using SPSS clearly describes how to conduct a range of univariate and multivariate statistical analyses using the latest version of the Statistical Package for the Social Sciences, SPSS 11. Each chapter addresses a different type of analytical procedure applied to one or more data sets, primarily from the social and behavioral sciences areas. Each chapter also contains exercises relating to the data sets introduced, providing readers with a means to develop both their SPSS and statistical skills. Model answers to the exercises are also provided. Readers can download all of the data sets from a companion Web site furnished by the authors.
The Second Edition of An Applied Guide to Research Designs offers researchers in the social and behavioral sciences guidance for selecting the most appropriate research design to apply in their study. Using consistent terminology, the authors visually present a range of research designs used in quantitative, qualitative, and mixed methods to help readers conceptualize, construct, test, and problem solve in their investigation. The Second Edition features revamped and expanded coverage of research designs, new real-world examples and references, a new chapter on action research,

and updated ancillaries.

We shall examine the validity of 16 experimental designs against 12 common threats to valid inference. By experiment we refer to that portion of research in which variables are manipulated and their effects upon other variables observed. It is well to distinguish the particular role of this chapter. It is not a chapter on experimental design in the Fisher (1925, 1935) tradition, in which an experimenter having complete mastery can schedule treatments and measurements for optimal statistical efficiency, with complexity of design emerging only from that goal of efficiency. Insofar as the designs discussed in the present chapter become complex, it is because of the intransigency of the environment: because, that is, of the experimenter’s lack of complete control.

This is a textbook for introductory courses in quantitative research methods across the social sciences. It offers a detailed explanation of introductory statistical techniques and presents an overview of the contexts in which they should be applied.

'In this brilliant new edition Andy Field has introduced important new introductory material on statistics that the student will need and was missing at least in the first edition. This book is the best blend that I know of a textbook in statistics and a manual on SPSS. It is a balanced composite of both topics, using SPSS to illustrate important statistical material and, through graphics, to make visible important approaches to data analysis. There are many places in the book where I had to laugh, and that's saying a lot for a book on statistics. His excellent style engages the reader and makes reading about statistics fun' - David C Howell, Professor Emeritus, University of Vermont USA This award-winning text, now fully updated with SPSS Statistics, is the only book on statistics that you will need! Fully revised and restructured, this new edition is even more accessible as it now takes students through from introductory to advanced level concepts, all the while grounding knowledge through the use of SPSS Statistics. Andy Field's humorous and self-deprecating style and the book's host of characters make the journey entertaining as well as educational. While still providing a very comprehensive collection of statistical methods, tests and procedures, and packed with examples and self-assessment tests to reinforce knowledge, the new edition now also offers: - a more gentle introduction to basic-level concepts and methods for beginners - new textbook features to make the book more user-friendly for those learning about more advanced concepts, encouraging 'critical thinking' - a brand new, full-colour design, making it easy for students to navigate between topics, and to understand how to use the latest version of SPSS Statistics - both 'real world' (the bizarre and the wonderful) and invented examples illustrate the concepts and make the techniques come alive for students - an additional chapter on multilevel modelling for advanced-level students - reinforced binding to make the book easier to handle at a computer workstation. The book also includes access to a brand new and improved companion Website, bursting with features including: - animated 'SPSS walk-through' videos clearly demonstrating how to use the latest SPSS Statistics modules - self-marking multiple choice questions - data sets for psychology, business and management and health sciences - a flash-card glossary for testing knowledge of key concepts - access to support material from SAGE study skills books. Statistics lecturers are also provided with a whole range of resources and teaching aids, including: - the test bank - over 300 multiple-choice questions ready to upload to WebCT, Blackboard or other virtual learning environments - charts and diagrams in electronic format for inclusion in lecture slides - PowerPoint slides written by the author to accompany chapters of the text.

Pub_AbstractText~: The impetus for this study was the need to gain a better understanding of what interaction activities in the virtual classroom affect student outcomes. The purpose was to determine which perceptions of interactions contributed to predicting student outcomes of satisfaction and future enrollment in Web-based courses, while controlling for student characteristics. The problem is that the interaction that occurs in the Web-based classroom is markedly different than what occurs in the traditional classroom setting. The study was a secondary analysis using data from 388 student evaluations of Web-based courses. Using Astin's Input-Environment-Outcome (I-E-O) conceptual framework, influences of student characteristics [inputs] and virtual classroom interactions [environment] on student outcomes were examined. Student input predictors were perceptions of computer skills; knowledge of electronic communications; number of Web-based courses taken; distance living from campus; and age. Environmental predictors included interactions with the instructor, students, technology, and perceptions of presence.

Making Sense of Factor Analysis: The Use of Factor Analysis for Instrument Development in Health Care Research presents a straightforward explanation of the complex statistical procedures involved in factor analysis. Authors Marjorie A. Pett, Nancy M. Lackey, and John J. Sullivan provide a step-by-step approach to analyzing data using statistical computer packages like SPSS and SAS. Emphasizing the interrelationship between factor analysis and test construction, the authors examine numerous practical and theoretical decisions that must be made to efficiently run and accurately interpret the outcomes of these sophisticated computer programs.

"...a must-read text that provides a historical lens to see how ubicomp has matured into a multidisciplinary endeavor. It will be an essential reference to researchers and those who want to learn more about this evolving field." -From the Foreword, Professor Gregory D. Abowd, Georgia Institute of Technology First introduced two decades ago, the term ubiquitous computing is now part of the common vernacular. Ubicomp, as it is commonly called, has grown not just quickly but broadly so as to encompass a wealth of concepts and technology that serves any number of purposes across all of human endeavor. While such growth is positive, the newest generation of ubicomp practitioners and researchers, isolated to specific tasks, are in danger of losing their sense of history and the broader perspective that has been so essential to the field’s creativity and brilliance. Under the guidance of John Krumm, an original ubicomp pioneer, Ubiquitous Computing Fundamentals brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a historical introduction, the book moves on to summarize a number of self-contained topics. Taking a decidedly human perspective, the book includes discussion on how to observe people in their natural environments and evaluate the critical points where ubiquitous computing technologies can improve their lives. Among a range of topics this book examines: How to build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal information Moving from the graphical to the ubiquitous computing user interface Techniques that are revolutionizing the way we determine a person’s location and understand other sensor measurements While we needn’t become expert in every sub-discipline of ubicomp, it is necessary that we appreciate all the perspectives that make up the field and understand how our work can influence and be influenced by those perspectives. This is important, if we are to encourage future generations to be as successfully innovative as the field’s originators.

An updated edition of a classic text on applying statistical analyses to the social sciences, with reviews, new chapters, an expanded set of post-hoc analyses, and information on computing in Excel and SPSS Now in its second edition,Statistical Applications for the Behavioral and Social Sciences has been revised and updated and continues to offer an essential guide to the conceptual foundations of statistical analyses (particularly inferential statistics), placing an emphasis on connecting statistical tools with appropriate research contexts. Designed to be accessible, the text contains an applications-oriented, step-by-step presentation of the statistical theories and formulas most often used by the social sciences. The revised text also includes an entire chapter on the basic concepts in research, presenting an overall context for all the book's statistical theories and formulas. The authors cover descriptive statistics and z scores, the theoretical underpinnings of inferential statistics, z and t tests, power analysis, one/two-way and repeated-measures ANOVA, linear correlation and regression, as well as chi-square and other nonparametric tests. The second edition also includes a new chapter on basic probability theory. This important resource: Contains

information regarding the use of statistical software packages; both Excel and SPSS Offers four strategically positioned and accumulating reviews, each containing a set of research-oriented diagnostic questions designed to help students determine which tests are applicable to which research scenarios Incorporates additional statistical information on follow-up analyses such as post-hoc tests and effect sizes Includes a series of sidebar discussions dispersed throughout the text that address, among other topics, the recent and growing controversy regarding the failed reproducibility of published findings in the social sciences Puts renewed emphasis on presentation of data and findings using the APA format Includes supplementary material consisting of a set of "kick-start" quizzes designed to get students quickly back up to speed at the start of an instructional period, and a complete set of ready-to-use PowerPoint slides for in-class use Written for students in areas such as psychology, sociology, criminology, political science, public health, and others, Statistical Applications for the Behavioral and Social Sciences, Second Edition continues to provide the information needed to understand the foundations of statistical analyses as relevant to the behavioral and social sciences.

This textbook offers an essential introduction to survey research and quantitative methods. Building on the premise that statistical methods need to be learned in a practical fashion, the book guides students through the various steps of the survey research process and helps to apply those steps toward a real example. In detail, the textbook introduces students to the four pillars of survey research and quantitative analysis: (1) the importance of survey research, (2) preparing a survey, (3) conducting a survey and (4) analyzing a survey. Students are shown how to create their own questionnaire based on some theoretically derived hypotheses to achieve empirical findings for a solid dataset. Lastly, they use said data to test their hypotheses in a bivariate and multivariate realm. The book explains the theory, rationale and mathematical foundations of these tests. In addition, it provides clear instructions on how to conduct the tests in SPSS and Stata. Given the breadth of its coverage, the textbook is suitable for introductory statistics, survey research or quantitative methods classes in the social sciences.

The ability to analyze and interpret enormous amounts of data has become a prerequisite for success in allied healthcare and the health sciences. Now in its 11th edition, Biostatistics: A Foundation for Analysis in the Health Sciences continues to offer in-depth guidance toward biostatistical concepts, techniques, and practical applications in the modern healthcare setting. Comprehensive in scope yet detailed in coverage, this text helps students understand—and appropriately use—probability distributions, sampling distributions, estimation, hypothesis testing, variance analysis, regression, correlation analysis, and other statistical tools fundamental to the science and practice of medicine. Clearly-defined pedagogical tools help students stay up-to-date on new material, and an emphasis on statistical software allows faster, more accurate calculation while putting the focus on the underlying concepts rather than the math. Students develop highly relevant skills in inferential and differential statistical techniques, equipping them with the ability to organize, summarize, and interpret large bodies of data. Suitable for both graduate and advanced undergraduate coursework, this text retains the rigor required for use as a professional reference.

This book serves as a comprehensive reference for a variety of research situations. This edition reflects the popular approaches to analysis and design, and addresses the focus of health-care related research through the 1990s and into the 21st century. Expanded or added topics include outcomes research and the disablement model, validity and diagnostic screening, meta-analysis, scales used in survey and outcomes research, logistic regression, measures of reliability, and data management to prepare for computer analysis. For those in the health professions, including physical therapy, occupational therapy, speech therapy, nursing, and exercise physiology.

"This book offers insights into issues, challenges, and solutions related to the successful application and management aspects of electronic business, providing a comprehensive framework for researchers and practitioners in understanding the growing demand of e-business research"--Provided by publisher.

A clear, systematic road map to effective campus leadershipdevelopment Building Academic Leadership Capacity gives institutionsthe knowledge they need to invest in the next generation ofacademic leaders. With a clear, generalizable, systematic approach,this book provides insight into the elements of successful academicleadership and the training that makes it effective. Readers willexplore original research that facilitates systematic, continuousprogram development, augmented by the authors' own insight drawnfrom experience establishing such programs. Numerous examples ofcurrent campus programs illustrate the concepts in action, andreflection questions lead readers to assess how they can applythese concepts to their own programs. The academic leader is the least studied and most misunderstoodmanagement position in America. Demands for accountability and thecomplexities of higher education leadership are increasing, andinstitutions need ways to shape leaders at the department chair,dean, and executive levels of all functions and responsibilities.This book provides a road map to an effective development program,whether the goal is to revamp an existing program or build one fromthe ground up. Readers will learn to: Develop campus leadership programs in a more systematicmanner Examine approaches that have been proven effective at otherinstitutions Consider how these approaches could be applied to yourinstitution Give leaders the skills they need to overcome anychallenge The field of higher education offers limited opportunity todevelop leaders, so institutions must invest in and grow campusleaders themselves. All development programs are not created equal,so it's important to have the most effective methods in place fromday one. For the institution seeking a better way to invest in thenext generation of campus leaders, Building Academic LeadershipCapacity is a valuable resource.

A clear and concise introduction and reference for anyone new to the subject of statistics.

Based on Neil J. Salkind’s bestselling text, Statistics for People Who (Think They) Hate Statistics, this adapted Excel 2016 version presents an often intimidating and difficult subject in a way that is clear, informative, and personable. Researchers and students uncomfortable with the analysis portion of their work will appreciate the book?s unhurried pace and thorough, friendly presentation. Opening with an introduction to Excel 2016, including functions and formulas, this edition shows students how to install the Excel Data Analysis Tools option to access a host of useful analytical techniques and then walks them through various statistical procedures, beginning with correlations and graphical representation of data and ending with inferential techniques and analysis of variance. New to the Fourth Edition: A new chapter 20 dealing with large data sets using Excel functions and pivot tables, and illustrating how certain databases and other categories of functions and formulas can help make the data in big data sets easier to work with and the results more understandable. New chapter-ending exercises are included and contain a variety of levels of application. Additional TechTalks have been added to help students master Excel 2016. A new, chapter-ending Real World Stats feature shows readers how statistics is applied in the everyday world. Basic maths instruction and practice exercises for those who need to brush up on their math skills are included in the appendix.

Intended for people who wants to learn or brush-up on the basics of statistics but question their abilities, this book offers a slow-paced, entertaining introduction to the topic. Using playful headings to encourage students to read further, the book begins with an introduction to the &'language&' of statistics and then covers descriptive statistics (from computing measures of central tendency to distributions and curve plotting to graphing data) and inferential statistics (including probability, statistical significance, correlation/regression, ANOVA, and multiple regression).Throughout the book, Salkind offers readers:- A Difficulty Rating Index for each chapter- Tips for doing and thinking about a statistical technique- Top Ten for everything from the best ways to create a graph to the most effective techniques for data collection- Tech talk boxes for readers who want additional details and commentary on statistical procedures - Things to Remember that offer readers reviews and reminders of how material presented earlier relates to a technique down into a clear sequence of procedures- SPSS Tips for executing each major statistical technique- Practice exercises at the end of each chapter followed by worked out solutionsThe book concludes with a statistical software sampler and a description of the best Internet sites for statistical information and data resources. Readers of the book will

also have access to a website for downloading actual data that they can use to practice additional exercises from the book. Researchers and students who find themselves uncomfortable with the analysis portion of their work will appreciate this books unhurried pace and thorough, friendly presentation.
The research process in this book begins with identification of the research question and proceeds through each step including planning data collection, actual collection and analysis of the data, and writing the report. This text proceeds through multiple methodologies including experimental and non-experimental, quantitative and qualitative. At every step the emphasis is on planning and executing the study. Key features: o Simulations and feedback that may be used in class sessions for both individual and small group participation o Pedagogy to help students plan and conduct a research project in an actual classroom o Examples that demonstrate and explain what constitutes good and poor research questions o Case studies and ?real life? examples related to education o A Student Web site that provides students with the opportunity to interact with contemporary articles. This book provides an introduction to research that emphasizes the fundamental concepts of planning and design. It is designed to be a core text for the very first course on research methods.
Ideal for non-math majors, Advanced and Multivariate Statistical Methods teaches students to interpret, present, 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 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. 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 vocabulary of advanced and multivariate statistics.
Using SPSS for Windows: Analyzing and Understanding Data offers both the beginning and advanced student and researcher a complete introduction to SPSS. In two parts, coverage proceeds from an introduction to how to use the program to advanced information on the specific SPSS techniques that are available. Special features of the book include a Student Disk including all the files students will need to work through the various lessons and topics, high level of readability and a class tested text, examples using screen shots and step-by-step procedures for successful completion of data analysis, tips which help the user in both learning SPSS and making it even easier to use, sidebars featuring material that is particularly interesting and important to understanding the analytical technique under discussion, and guidance in the selection and application of statistical techniques and interpretation, and the writing of results sections.

With an exciting new look, math diagnostic tool, and a research roadmap to navigate projects, this new edition of Andy Field's award-winning text offers a unique combination of humor and step-by-step instruction to make learning statistics compelling and accessible to even the most anxious of students. The Fifth Edition takes students from initial theory to regression, factor analysis, and multilevel modeling, fully incorporating IBM SPSS Statistics© version 25 and fascinating examples throughout. SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Course cartridges available for Blackboard and Moodle. Learn more at edge.sagepub.com/field5e Stay Connected Connect with us on Facebook and share your experiences with Andy's texts, check out news, access free stuff, see photos, watch videos, learn about competitions, and much more. Video Links Go behind the scenes and learn more about the man behind the book at Andy's YouTube channel Andy Field is the award winning author of An Adventure in Statistics: The Reality Enigma and is the recipient of the UK National Teaching Fellowship (2010), British Psychological Society book award (2006), and has been recognized with local and national teaching awards (University of Sussex, 2015, 2016).
In social sciences, education, and public health research, researchers often conduct small pilot studies (or may have planned for a larger sample but lost too many cases due to attrition or missingness), leaving them with a smaller sample than they expected and thus less power for their statistical analyses. Similarly, researchers may find that their data are not normally distributed -- especially in clinical samples -- or that the data may not meet other assumptions required for parametric analyses. In these situations, nonparametric analytic strategies can be especially useful, though they are likely unfamiliar. A clearly written reference book, Data Analysis with Small Samples and Non-Normal Data offers step-by-step instructions for each analytic technique in these situations. Researchers can easily find what they need, matching their situation to the case-based scenarios that illustrate the many uses of nonparametric strategies. Unlike most statistics books, this text is written in straightforward language (thereby making it accessible for nonstatisticians) while providing useful information for those already familiar with nonparametric tests. Screenshots of the software and output allow readers to follow along with each step of an analysis. Assumptions for each of the tests, typical situations in which to use each test, and descriptions of how to explain the findings in both statistical and everyday language are all included for each nonparametric strategy. Additionally, a useful companion website provides SPSS syntax for each test, along with the data set used for the scenarios in the book. Researchers can use the data set, following the steps in the book, to practice each technique before using it with their own data. Ultimately, the many helpful features of this book make it an ideal long-term reference for researchers to keep in their personal libraries.
This book examines how we design and deliver health communication messages relating to outbreaks, epidemics, and pandemics. We have experienced major changes to how the public receives and searches for information about health crises over the last twelve decades with the ongoing shift from text/broadcast-based to digital messaging and social media. Both health theories and practices are examined as it applies to testing, tracking, hoarding, therapeutics, and vaccines with case studies. Challenges to communicate about health to diverse audiences (including the science illiterate) and across (both Western and developing economies) have been complicated by politics, norms and mores, personal heuristics, and biases, such as mortality salience, news avoidance, and quarantine fatigue. Issues of economic development and land use, trade and transportation, and even climate change have increased the exposure of human populations to infectious diseases making risk and resilience more pressing. The book has been designed to support health communicators and public health management professionals, students, and interested stakeholders and university libraries.
Will help anyone use SPSS to successfully analyze data, interpret results, and describe findings. This complete introductory guide to SPSS has been thoroughly updated for the software's latest versions: 12.0 for Windows and 11.0 for Macintosh. It has also been revised throughout for greater accessibility, simplicity, and ease of use. The book provides step-by-step walkthroughs of every basic SPSS and statistical technique, along with tips, examples, exercises, and extensive pedagogical support designed to promote rapid learning. Coverage includes: mastering the SPSS interface; creating and working with data files; defining and creating variables; working with data, charts, and output; univariate descriptive statistics; univariate and multivariate analyses; correlation, regression, and discriminate analysis; scaling and nonparametric procedures; and more. For everyone who wants to master the latest versions of SPSS. SPSS is used in a wide range of markets, including psychology and other areas of scientific research; marketing and surveys; financial services and insurance; education; government; telecommunications; and beyond.
Erin Ruel?s 100 Questions (and Answers) About Survey Research covers the entire survey research process, starting with developing research questions and ending with the analysis and write-up. It includes the traditional survey topics of design, sampling, question writing, and validity; includes a chapter on research ethics; covers the important topics of preparing, cleaning, and analyzing data; and ends with a section on how to write up survey results for a variety of purposes. Useful as a supplementary text in the classroom or as a reference guide

for anyone starting a new survey project, the guidance is presented in a FAQ style to allow readers to jump around the book, so as to accommodate the nonlinear and iterative nature of research.

Now with a new companion website! Using IBM® SPSS® Statistics: An Interactive Hands-On Approach, Third Edition gives readers an accessible and comprehensive guide to walking through SPSS®, providing them with step-by-step knowledge for effectively analyzing their data. From entering data to working with existing databases, and working with the help menu through performing factor analysis, Using IBM® SPSS® Statistics covers every aspect of SPSS® from introductory through intermediate statistics. The book is divided into parts that focus on mastering SPSS® basics, dealing with univariate statistics and graphing, inferential statistics, relational statistics, and more. Written using IBM® SPSS® version 25 and 24, and compatible with the earlier releases, this book is one of the most comprehensive SPSS® guides available.