

CONTENTS

Preface	xix
How to use this book	xxiv
Acknowledgements	xxviii
Dedication	xxx
Symbols used in this book	xxxi
Some maths revision	xxxiii

1	Why is my evil lecturer forcing me to learn statistics?	1
1.1.	What will this chapter tell me? ①	1
1.2.	What the hell am I doing here? I don't belong here ①	2
1.2.1.	The research process ①	3
1.3.	Initial observation: finding something that needs explaining ①	3
1.4.	Generating theories and testing them ①	4
1.5.	Data collection 1: what to measure ①	7
1.5.1.	Variables ①	7
1.5.2.	Measurement error ①	10
1.5.3.	Validity and reliability ①	11
1.6.	Data collection 2: how to measure ①	12
1.6.1.	Correlational research methods ①	12
1.6.2.	Experimental research methods ①	13
1.6.3.	Randomization ①	17
1.7.	Analysing data ①	18
1.7.1.	Frequency distributions ①	18
1.7.2.	The centre of a distribution ①	20
1.7.3.	The dispersion in a distribution ①	23
1.7.4.	Using a frequency distribution to go beyond the data ①	24
1.7.5.	Fitting statistical models to the data ①	26
	What have I discovered about statistics? ①	28
	Key terms that I've discovered	28
	Smart Alex's stats quiz	29
	Further reading	29
	Interesting real research	30

2	Everything you ever wanted to know about statistics (well, sort of)	31
2.1.	What will this chapter tell me? ①	31
2.2.	Building statistical models ①	32
2.3.	Populations and samples ①	34
2.4.	Simple statistical models ①	35
2.4.1.	The mean: a very simple statistical model ①	35
2.4.2.	Assessing the fit of the mean: sums of squares, variance and standard deviations ①	35
2.4.3.	Expressing the mean as a model ②	38
2.5.	Going beyond the data ①	40
2.5.1.	The standard error ①	40
2.5.2.	Confidence intervals ②	43
2.6.	Using statistical models to test research questions ①	48
2.6.1.	Test statistics ①	52
2.6.2.	One- and two-tailed tests ①	54
2.6.3.	Type I and Type II errors ①	55
2.6.4.	Effect sizes ②	56
2.6.5.	Statistical power ②	58
	What have I discovered about statistics? ①	59
	Key terms that I've discovered	59
	Smart Alex's stats quiz	59
	Further reading	60
	Interesting real research	60
3	The SPSS environment	61
3.1.	What will this chapter tell me? ①	61
3.2.	Versions of SPSS ①	62
3.3.	Getting started ①	62
3.4.	The data editor ①	63
3.4.1.	Entering data into the data editor ①	69
3.4.2.	The 'Variable View' ①	70
3.4.3.	Missing values ①	77
3.5.	The SPSS viewer ①	78
3.6.	The SPSS SmartViewer ①	81
3.7.	The syntax window ③	82
3.8.	Saving files ①	83
3.9.	Retrieving a file ①	84
	What have I discovered about statistics? ①	85
	Key terms that I've discovered	85
	Smart Alex's tasks	85
	Further reading	86
	Online tutorials	86
4	Exploring data with graphs	87
4.1.	What will this chapter tell me? ①	87
4.2.	The art of presenting data ①	88
4.2.1.	What makes a good graph? ①	88
4.2.2.	Lies, damned lies, and ... erm ... graphs ①	90

4.3.	The SPSS Chart Builder ①	91
4.4.	Histograms: a good way to spot obvious problems ①	93
4.5.	Boxplots (box-whisker diagrams) ①	99
4.6.	Graphing means: bar charts and error bars ①	103
4.6.1.	Simple bar charts for independent means ①	105
4.6.2.	Clustered bar charts for independent means ①	107
4.6.3.	Simple bar charts for related means ①	109
4.6.4.	Clustered bar charts for related means ①	111
4.6.5.	Clustered bar charts for 'mixed' designs ①	113
4.7.	Line charts ①	115
4.8.	Graphing relationships: the scatterplot ①	116
4.8.1.	Simple scatterplot ①	117
4.8.2.	Grouped scatterplot ①	119
4.8.3.	Simple and grouped 3-D scatterplots ①	121
4.8.4.	Matrix scatterplot ①	123
4.8.5.	Simple dot plot or density plot ①	125
4.8.6.	Drop-line graph ①	126
4.9.	Editing graphs ①	126
	What have I discovered about statistics? ①	129
	Key terms that I've discovered	130
	Smart Alex's tasks	130
	Further reading	130
	Online tutorial	130
	Interesting real research	130
5	Exploring assumptions	131
5.1.	What will this chapter tell me? ①	131
5.2.	What are assumptions? ①	132
5.3.	Assumptions of parametric data ①	132
5.4.	The assumption of normality ①	133
5.4.1.	Oh no, it's that pesky frequency distribution again: checking normality visually ①	134
5.4.2.	Quantifying normality with numbers ①	136
5.4.3.	Exploring groups of data ①	140
5.5.	Testing whether a distribution is normal ①	144
5.5.1.	Doing the Kolmogorov-Smirnov test on SPSS ①	145
5.5.2.	Output from the explore procedure ①	146
5.5.3.	Reporting the K-S test ①	148
5.6.	Testing for homogeneity of variance ①	149
5.6.1.	Levene's test ①	150
5.6.2.	Reporting Levene's test ①	152
5.7.	Correcting problems in the data ②	153
5.7.1.	Dealing with outliers ②	153
5.7.2.	Dealing with non-normality and unequal variances ②	153
5.7.3.	Transforming the data using SPSS ②	156
5.7.4.	When it all goes horribly wrong ③	162
	What have I discovered about statistics? ①	164
	Key terms that I've discovered	164
	Smart Alex's tasks	165
	Online tutorial	165
	Further reading	165

6	Correlation	166
6.1.	What will this chapter tell me? ①	166
6.2.	Looking at relationships ①	167
6.3.	How do we measure relationships? ①	167
6.3.1.	A detour into the murky world of covariance ①	167
6.3.2.	Standardization and the correlation coefficient ①	169
6.3.3.	The significance of the correlation coefficient ③	171
6.3.4.	Confidence intervals for r ③	172
6.3.5.	A word of warning about interpretation: causality ①	173
6.4.	Data entry for correlation analysis using SPSS ①	174
6.5.	Bivariate correlation ①	175
6.5.1.	General procedure for running correlations on SPSS ①	175
6.5.2.	Pearson's correlation coefficient ①	177
6.5.3.	Spearman's correlation coefficient ①	179
6.5.4.	Kendall's tau (non-parametric) ①	181
6.5.5.	Biserial and point-biserial correlations ③	182
6.6.	Partial correlation ②	186
6.6.1.	The theory behind part and partial correlation ②	186
6.6.2.	Partial correlation using SPSS ②	188
6.6.3.	Semi-partial (or part) correlations ②	190
6.7.	Comparing correlations ③	191
6.7.1.	Comparing independent r s ③	191
6.7.2.	Comparing dependent r s ③	191
6.8.	Calculating the effect size ①	192
6.9.	How to report correlation coefficients ①	193
	What have I discovered about statistics? ①	195
	Key terms that I've discovered	195
	Smart Alex's tasks	195
	Further reading	196
	Online tutorial	196
	Interesting real research	196
7	Regression	197
7.1.	What will this chapter tell me? ①	197
7.2.	An introduction to regression ①	198
7.2.1.	Some important information about straight lines ①	199
7.2.2.	The method of least squares ①	200
7.2.3.	Assessing the goodness of fit: sums of squares, R and R^2 ①	201
7.2.4.	Assessing individual predictors ①	204
7.3.	Doing simple regression on SPSS ①	205
7.4.	Interpreting a simple regression ①	206
7.4.1.	Overall fit of the model ①	206
7.4.2.	Model parameters ①	207
7.4.3.	Using the model ①	208
7.5.	Multiple regression: the basics ②	209
7.5.1.	An example of a multiple regression model ②	210
7.5.2.	Sums of squares, R and R^2 ②	211
7.5.3.	Methods of regression ②	212
7.6.	How accurate is my regression model? ②	214

7.6.1.	Assessing the regression model I: diagnostics ②	214
7.6.2.	Assessing the regression model II: generalization ②	220
7.7.	How to do multiple regression using SPSS ②	225
7.7.1.	Some things to think about before the analysis ②	225
7.7.2.	Main options ②	225
7.7.3.	Statistics ②	227
7.7.4.	Regression plots ②	229
7.7.5.	Saving regression diagnostics ②	230
7.7.6.	Further options ②	231
7.8.	Interpreting multiple regression ②	233
7.8.1.	Descriptives ②	233
7.8.2.	Summary of model ②	234
7.8.3.	Model parameters ②	237
7.8.4.	Excluded variables ②	241
7.8.5.	Assessing the assumption of no multicollinearity ②	241
7.8.6.	Casewise diagnostics ②	244
7.8.7.	Checking assumptions ②	247
7.9.	What if I violate an assumption? ②	251
7.10.	How to report multiple regression ②	252
7.11.	Categorical predictors and multiple regression ③	253
7.11.1.	Dummy coding ③	253
7.11.2.	SPSS output for dummy variables ③	256
	What have I discovered about statistics? ①	261
	Key terms that I've discovered	261
	Smart Alex's tasks	262
	Further reading	263
	Online tutorial	263
	Interesting real research	263

8	Logistic regression	264
8.1.	What will this chapter tell me? ①	264
8.2.	Background to logistic regression ①	265
8.3.	What are the principles behind logistic regression? ③	265
8.3.1.	Assessing the model: the log-likelihood statistic ③	267
8.3.2.	Assessing the model: R and R^2 ③	268
8.3.3.	Assessing the contribution of predictors: the Wald statistic ②	269
8.3.4.	The odds ratio: $Exp(B)$ ③	270
8.3.5.	Methods of logistic regression ②	271
8.4.	Assumptions and things that can go wrong ④	273
8.4.1.	Assumptions ②	273
8.4.2.	Incomplete information from the predictors ④	273
8.4.3.	Complete separation ④	274
8.4.4.	Overdispersion ④	276
8.5.	Binary logistic regression: an example that will make you feel eel ②	277
8.5.1.	The main analysis ②	278
8.5.2.	Method of regression ②	279
8.5.3.	Categorical predictors ②	279
8.5.4.	Obtaining residuals ②	280
8.5.5.	Further options ②	281
8.6.	Interpreting logistic regression ②	282

8.6.1.	The initial model ②	282
8.6.2.	Step 1: intervention ③	284
8.6.3.	Listing predicted probabilities ②	291
8.6.4.	Interpreting residuals ②	292
8.6.5.	Calculating the effect size ②	294
8.7.	How to report logistic regression ②	294
8.8.	Testing assumptions: another example ②	294
8.8.1.	Testing for linearity of the logit ③	296
8.8.2.	Testing for multicollinearity ③	297
8.9.	Predicting several categories: multinomial logistic regression ③	300
8.9.1.	Running multinomial logistic regression in SPSS ③	301
8.9.2.	Statistics ③	304
8.9.3.	Other options ③	305
8.9.4.	Interpreting the multinomial logistic regression output ③	306
8.9.5.	Reporting the results	312
	What have I discovered about statistics? ①	313
	Key terms that I've discovered	313
	Smart Alex's tasks	313
	Further reading	315
	Online tutorial	315
	Interesting real research	315

9 Comparing two means 316

9.1.	What will this chapter tell me? ①	316
9.2.	Looking at differences ①	317
9.2.1.	A problem with error bar graphs of repeated-measures designs ①	317
9.2.2.	Step 1: calculate the mean for each participant ②	320
9.2.3.	Step 2: calculate the grand mean ②	320
9.2.4.	Step 3: calculate the adjustment factor ②	322
9.2.5.	Step 4: create adjusted values for each variable ②	323
9.3.	The <i>t</i> -test ①	324
9.3.1.	Rationale for the <i>t</i> -test ①	325
9.3.2.	Assumptions of the <i>t</i> -test ①	326
9.4.	The dependent <i>t</i> -test ①	326
9.4.1.	Sampling distributions and the standard error ①	327
9.4.2.	The dependent <i>t</i> -test equation explained ①	327
9.4.3.	The dependent <i>t</i> -test and the assumption of normality ①	329
9.4.4.	Dependent <i>t</i> -tests using SPSS ①	329
9.4.5.	Output from the dependent <i>t</i> -test ①	330
9.4.6.	Calculating the effect size ②	332
9.4.7.	Reporting the dependent <i>t</i> -test ①	333
9.5.	The independent <i>t</i> -test ①	334
9.5.1.	The independent <i>t</i> -test equation explained ①	334
9.5.2.	The independent <i>t</i> -test using SPSS ①	337
9.5.3.	Output from the independent <i>t</i> -test ①	339
9.5.4.	Calculating the effect size ②	341
9.5.5.	Reporting the independent <i>t</i> -test ①	341
9.6.	Between groups or repeated measures? ①	342
9.7.	The <i>t</i> -test as a general linear model ②	342
9.8.	What if my data are not normally distributed? ②	344

What have I discovered about statistics? ①	345
Key terms that I've discovered	345
Smart Alex's task	346
Further reading	346
Online tutorial	346
Interesting real research	346
10 Comparing several means: ANOVA (GLM 1)	347
10.1. What will this chapter tell me? ①	347
10.2. The theory behind ANOVA ②	348
10.2.1. Inflated error rates ②	348
10.2.2. Interpreting F ②	349
10.2.3. ANOVA as regression ②	349
10.2.4. Logic of the F -ratio ②	354
10.2.5. Total sum of squares (SS_T) ②	356
10.2.6. Model sum of squares (SS_M) ②	356
10.2.7. Residual sum of squares (SS_R) ②	357
10.2.8. Mean squares ②	358
10.2.9. The F -ratio ②	358
10.2.10. Assumptions of ANOVA ③	359
10.2.11. Planned contrasts ②	360
10.2.12. <i>Post hoc</i> procedures ②	372
10.3. Running one-way ANOVA on SPSS ②	375
10.3.1. Planned comparisons using SPSS ②	376
10.3.2. <i>Post hoc</i> tests in SPSS ②	378
10.3.3. Options ②	379
10.4. Output from one-way ANOVA ②	381
10.4.1. Output for the main analysis ②	381
10.4.2. Output for planned comparisons ②	384
10.4.3. Output for <i>post hoc</i> tests ②	385
10.5. Calculating the effect size ②	389
10.6. Reporting results from one-way independent ANOVA ②	390
10.7. Violations of assumptions in one-way independent ANOVA ②	391
What have I discovered about statistics? ①	392
Key terms that I've discovered	392
Smart Alex's tasks	393
Further reading	394
Online tutorials	394
Interesting real research	394
11 Analysis of covariance, ANCOVA (GLM 2)	395
11.1. What will this chapter tell me? ②	395
11.2. What is ANCOVA? ②	396
11.3. Assumptions and issues in ANCOVA ③	397
11.3.1. Independence of the covariate and treatment effect ③	397
11.3.2. Homogeneity of regression slopes ③	399
11.4. Conducting ANCOVA on SPSS ②	399
11.4.1. Inputting data ①	399
11.4.2. Initial considerations: testing the independence of the independent variable and covariate ②	400

11.4.3.	The main analysis ②	401
11.4.4.	Contrasts and other options ②	401
11.5.	Interpreting the output from ANCOVA ②	404
11.5.1.	What happens when the covariate is excluded? ②	404
11.5.2.	The main analysis ②	405
11.5.3.	Contrasts ②	407
11.5.4.	Interpreting the covariate ②	408
11.6.	ANCOVA run as a multiple regression ②	408
11.7.	Testing the assumption of homogeneity of regression slopes ③	413
11.8.	Calculating the effect size ②	415
11.9.	Reporting results ②	417
11.10.	What to do when assumptions are violated in ANCOVA ③	418
	What have I discovered about statistics? ②	418
	Key terms that I've discovered	419
	Smart Alex's tasks	419
	Further reading	420
	Online tutorials	420
	Interesting real research	420

12 Factorial ANOVA (GLM 3) 421

12.1.	What will this chapter tell me? ②	421
12.2.	Theory of factorial ANOVA (between-groups) ②	422
12.2.1.	Factorial designs ②	422
12.2.2.	An example with two independent variables ②	423
12.2.3.	Total sums of squares (SS_T) ②	424
12.2.4.	The model sum of squares (SS_M) ②	426
12.2.5.	The residual sum of squares (SS_R) ②	428
12.2.6.	The F -ratios ②	429
12.3.	Factorial ANOVA using SPSS ②	430
12.3.1.	Entering the data and accessing the main dialog box ②	430
12.3.2.	Graphing interactions ②	432
12.3.3.	Contrasts ②	432
12.3.4.	<i>Post hoc</i> tests ②	434
12.3.5.	Options ②	434
12.4.	Output from factorial ANOVA ②	435
12.4.1.	Output for the preliminary analysis ②	435
12.4.2.	Levene's test ②	436
12.4.3.	The main ANOVA table ②	436
12.4.4.	Contrasts ②	439
12.4.5.	Simple effects analysis ③	440
12.4.6.	<i>Post hoc</i> analysis ②	441
12.5.	Interpreting interaction graphs ②	443
12.6.	Calculating effect sizes ③	446
12.7.	Reporting the results of two-way ANOVA ②	448
12.8.	Factorial ANOVA as regression ③	450
12.9.	What to do when assumptions are violated in factorial ANOVA ③	454
	What have I discovered about statistics? ②	454
	Key terms that I've discovered	455
	Smart Alex's tasks	455

Further reading	456
Online tutorials	456
Interesting real research	456

13 Repeated-measures designs (GLM 4) 457

13.1. What will this chapter tell me? ②	457
13.2. Introduction to repeated-measures designs ②	458
13.2.1. The assumption of sphericity ②	459
13.2.2. How is sphericity measured? ②	459
13.2.3. Assessing the severity of departures from sphericity ②	460
13.2.4. What is the effect of violating the assumption of sphericity? ③	460
13.2.5. What do you do if you violate sphericity? ②	461
13.3. Theory of one-way repeated-measures ANOVA ②	462
13.3.1. The total sum of squares (SS_T) ②	464
13.3.2. The within-participant (SS_W) ②	465
13.3.3. The model sum of squares (SS_M) ②	466
13.3.4. The residual sum of squares (SS_R) ②	467
13.3.5. The mean squares ②	467
13.3.6. The F -ratio ②	467
13.3.7. The between-participant sum of squares ②	468
13.4. One-way repeated-measures ANOVA using SPSS ②	468
13.4.1. The main analysis ②	468
13.4.2. Defining contrasts for repeated-measures ②	471
13.4.3. <i>Post hoc</i> tests and additional options ③	471
13.5. Output for one-way repeated-measures ANOVA ②	474
13.5.1. Descriptives and other diagnostics ①	474
13.5.2. Assessing and correcting for sphericity: Mauchly's test ②	474
13.5.3. The main ANOVA ②	475
13.5.4. Contrasts ②	477
13.5.5. <i>Post hoc</i> tests ②	478
13.6. Effect sizes for repeated-measures ANOVA ③	479
13.7. Reporting one-way repeated-measures ANOVA ②	481
13.8. Repeated-measures with several independent variables ②	482
13.8.1. The main analysis ②	484
13.8.2. Contrasts ②	488
13.8.3. Simple effects analysis ③	488
13.8.4. Graphing interactions ②	490
13.8.5. Other options ②	491
13.9. Output for factorial repeated-measures ANOVA ②	492
13.9.1. Descriptives and main analysis ②	492
13.9.2. The effect of drink ②	493
13.9.3. The effect of imagery ②	495
13.9.4. The interaction effect (drink \times imagery) ②	496
13.9.5. Contrasts for repeated-measures variables ②	498
13.10. Effect sizes for factorial repeated-measures ANOVA ③	501
13.11. Reporting the results from factorial repeated-measures ANOVA ②	502
13.12. What to do when assumptions are violated in repeated-measures ANOVA ③	503
What have I discovered about statistics? ②	503
Key terms that I've discovered	504

Smart Alex's tasks	504
Further reading	505
Online tutorials	505
Interesting real research	505
14 Mixed design ANOVA (GLM 5)	506
14.1. What will this chapter tell me? ①	506
14.2. Mixed designs ②	507
14.3. What do men and women look for in a partner? ②	508
14.4. Mixed ANOVA on SPSS ②	508
14.4.1. The main analysis ②	508
14.4.2. Other options ②	513
14.5. Output for mixed factorial ANOVA: main analysis ③	514
14.5.1. The main effect of gender ②	517
14.5.2. The main effect of looks ②	518
14.5.3. The main effect of charisma ②	520
14.5.4. The interaction between gender and looks ②	521
14.5.5. The interaction between gender and charisma ②	523
14.5.6. The interaction between attractiveness and charisma ②	524
14.5.7. The interaction between looks, charisma and gender ③	527
14.5.8. Conclusions ③	530
14.6. Calculating effect sizes ③	531
14.7. Reporting the results of mixed ANOVA ②	533
14.8. What to do when assumptions are violated in mixed ANOVA ③	536
What have I discovered about statistics? ②	536
Key terms that I've discovered	537
Smart Alex's tasks	537
Further reading	538
Online tutorials	538
Interesting real research	538
15 Non-parametric tests	539
15.1. What will this chapter tell me? ①	539
15.2. When to use non-parametric tests ①	540
15.3. Comparing two independent conditions: the Wilcoxon rank-sum test and Mann-Whitney test ①	540
15.3.1. Theory ②	542
15.3.2. Inputting data and provisional analysis ①	545
15.3.3. Running the analysis ①	546
15.3.4. Output from the Mann-Whitney test ①	548
15.3.5. Calculating an effect size ②	550
15.3.6. Writing the results ①	550
15.4. Comparing two related conditions: the Wilcoxon signed-rank test ①	552
15.4.1. Theory of the Wilcoxon signed-rank test ②	552
15.4.2. Running the analysis ①	554
15.4.3. Output for the ecstasy group ①	556
15.4.4. Output for the alcohol group ①	557
15.4.5. Calculating an effect size ②	558
15.4.6. Writing the results ①	558

15.5.	Differences between several independent groups: the Kruskal–Wallis test ①	559
15.5.1.	Theory of the Kruskal–Wallis test ②	560
15.5.2.	Inputting data and provisional analysis ①	562
15.5.3.	Doing the Kruskal–Wallis test on SPSS ①	562
15.5.4.	Output from the Kruskal–Wallis test ①	564
15.5.5.	<i>Post hoc</i> tests for the Kruskal–Wallis test ②	565
15.5.6.	Testing for trends: the Jonckheere–Terpstra test ②	568
15.5.7.	Calculating an effect size ②	570
15.5.8.	Writing and interpreting the results ①	571
15.6.	Differences between several related groups: Friedman's ANOVA ①	573
15.6.1.	Theory of Friedman's ANOVA ②	573
15.6.2.	Inputting data and provisional analysis ①	575
15.6.3.	Doing Friedman's ANOVA on SPSS ①	575
15.6.4.	Output from Friedman's ANOVA ①	576
15.6.5.	<i>Post hoc</i> tests for Friedman's ANOVA ②	577
15.6.6.	Calculating an effect size ②	579
15.6.7.	Writing and interpreting the results ①	580
	What have I discovered about statistics? ①	581
	Key terms that I've discovered	582
	Smart Alex's tasks	582
	Further reading	583
	Online tutorial	583
	Interesting real research	583

16 Multivariate analysis of variance (MANOVA) 584

16.1.	What will this chapter tell me? ②	584
16.2.	When to use MANOVA ②	585
16.3.	Introduction: similarities and differences to ANOVA ②	585
16.3.1.	Words of warning ②	587
16.3.2.	The example for this chapter ②	587
16.4.	Theory of MANOVA ③	588
16.4.1.	Introduction to matrices ③	588
16.4.2.	Some important matrices and their functions ③	590
16.4.3.	Calculating MANOVA by hand: a worked example ③	591
16.4.4.	Principle of the MANOVA test statistic ④	598
16.5.	Practical issues when conducting MANOVA ③	603
16.5.1.	Assumptions and how to check them ③	603
16.5.2.	Choosing a test statistic ③	604
16.5.3.	Follow-up analysis ③	605
16.6.	MANOVA on SPSS ②	605
16.6.1.	The main analysis ②	606
16.6.2.	Multiple comparisons in MANOVA ②	607
16.6.3.	Additional options ③	607
16.7.	Output from MANOVA ③	608
16.7.1.	Preliminary analysis and testing assumptions ③	608
16.7.2.	MANOVA test statistics ③	608
16.7.3.	Univariate test statistics ②	609
16.7.4.	SSCP Matrices ③	611
16.7.5.	Contrasts ③	613

16.8.	Reporting results from MANOVA ②	614
16.9.	Following up MANOVA with discriminant analysis ③	615
16.10.	Output from the discriminant analysis ④	618
16.11.	Reporting results from discriminant analysis ②	621
16.12.	Some final remarks ④	622
16.12.1.	The final interpretation ④	622
16.12.2.	Univariate ANOVA or discriminant analysis?	624
16.13.	What to do when assumptions are violated in MANOVA ③	624
	What have I discovered about statistics? ②	624
	Key terms that I've discovered	625
	Smart Alex's tasks	625
	Further reading	626
	Online tutorials	626
	Interesting real research	626

17 Exploratory factor analysis 627

17.1.	What will this chapter tell me? ①	627
17.2.	When to use factor analysis ②	628
17.3.	Factors ②	628
17.3.1.	Graphical representation of factors ②	630
17.3.2.	Mathematical representation of factors ②	631
17.3.3.	Factor scores ②	633
17.4.	Discovering factors ②	636
17.4.1.	Choosing a method ②	636
17.4.2.	Communality ②	637
17.4.3.	Factor analysis vs. principal component analysis ②	638
17.4.4.	Theory behind principal component analysis ③	638
17.4.5.	Factor extraction: eigenvalues and the scree plot ②	639
17.4.6.	Improving interpretation: factor rotation ③	642
17.5.	Research example ②	645
17.5.1.	Before you begin ②	645
17.6.	Running the analysis ②	650
17.6.1.	Factor extraction on SPSS ②	651
17.6.2.	Rotation ②	653
17.6.3.	Scores ②	654
17.6.4.	Options ②	654
17.7.	Interpreting output from SPSS ②	655
17.7.1.	Preliminary analysis ②	656
17.7.2.	Factor extraction ②	660
17.7.3.	Factor rotation ②	664
17.7.4.	Factor scores ②	669
17.7.5.	Summary ②	671
17.8.	How to report factor analysis ①	671
17.9.	Reliability analysis ②	673
17.9.1.	Measures of reliability ③	673
17.9.2.	Interpreting Cronbach's α (some cautionary tales ...) ②	675
17.9.3.	Reliability analysis on SPSS ②	676
17.9.4.	Interpreting the output ②	678
17.10.	How to report reliability analysis ②	681

What have I discovered about statistics? ②	682
Key terms that I've discovered	682
Smart Alex's tasks	683
Further reading	685
Online tutorial	685
Interesting real research	685
18 Categorical data	686
18.1. What will this chapter tell me? ①	686
18.2. Analysing categorical data ①	687
18.3. Theory of analysing categorical data ①	687
18.3.1. Pearson's chi-square test ①	688
18.3.2. Fisher's exact test ①	690
18.3.3. The likelihood ratio ②	690
18.3.4. Yates' correction ②	691
18.4. Assumptions of the chi-square test ①	691
18.5. Doing chi-square on SPSS ①	692
18.5.1. Entering data: raw scores ①	692
18.5.2. Entering data: weight cases ①	692
18.5.3. Running the analysis ①	694
18.5.4. Output for the chi-square test ①	696
18.5.5. Breaking down a significant chi-square test with standardized residuals ②	698
18.5.6. Calculating an effect size ②	699
18.5.7. Reporting the results of chi-square ①	700
18.6. Several categorical variables: loglinear analysis ③	702
18.6.1. Chi-square as regression ④	702
18.6.2. Loglinear analysis ③	708
18.7. Assumptions in loglinear analysis ②	710
18.8. Loglinear analysis using SPSS ②	711
18.8.1. Initial considerations ②	711
18.8.2. The loglinear analysis ②	712
18.9. Output from loglinear analysis ③	714
18.10. Following up loglinear analysis ②	719
18.11. Effect sizes in loglinear analysis ②	720
18.12. Reporting the results of loglinear analysis ②	721
What have I discovered about statistics? ①	722
Key terms that I've discovered	722
Smart Alex's tasks	722
Further reading	724
Online tutorial	724
Interesting real research	724
19 Multilevel linear models	725
19.1. What will this chapter tell me? ①	725
19.2. Hierarchical data ②	726
19.2.1. The intraclass correlation ②	728
19.2.2. Benefits of multilevel models ②	729
19.3. Theory of multilevel linear models ③	730

19.3.1.	An example ②	730
19.3.2.	Fixed and random coefficients ③	732
19.4.	The multilevel model ④	734
19.4.1.	Assessing the fit and comparing multilevel models ④	737
19.4.2.	Types of covariance structures ④	737
19.5.	Some practical issues ③	739
19.5.1.	Assumptions ③	739
19.5.2.	Sample size and power ③	740
19.5.3.	Centring variables ④	740
19.6.	Multilevel modelling on SPSS ④	741
19.6.1.	Entering the data ②	742
19.6.2.	Ignoring the data structure: ANOVA ②	742
19.6.3.	Ignoring the data structure: ANCOVA ②	746
19.6.4.	Factoring in the data structure: random intercepts ③	749
19.6.5.	Factoring in the data structure: random intercepts and slopes ④	752
19.6.6.	Adding an interaction to the model ④	756
19.7.	Growth models ④	761
19.7.1.	Growth curves (polynomials) ④	761
19.7.2.	An example: the honeymoon period ②	761
19.7.3.	Restructuring the data ③	763
19.7.4.	Running a growth model on SPSS ④	767
19.7.5.	Further analysis ④	774
19.8.	How to report a multilevel model ③	775
	What have I discovered about statistics? ②	776
	Key terms that I've discovered	777
	Smart Alex's tasks	777
	Further reading	778
	Online tutorial	778
	Interesting real research	778
	Epilogue	779
	Glossary	781
	Appendix	797
A.1.	Table of the standard normal distribution	797
A.2.	Critical values of the <i>t</i> -distribution	803
A.3.	Critical values of the <i>F</i> -distribution	804
A.4.	Critical values of the chi-square distribution	808
	References	809
	Index	816