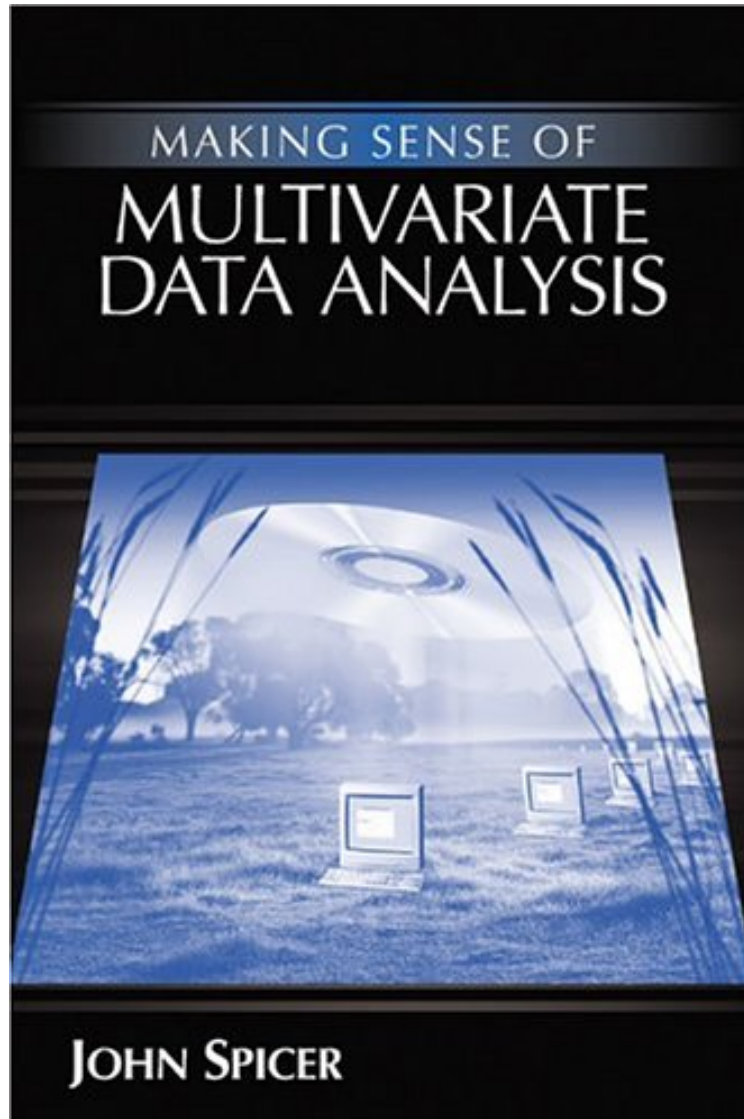


(Get free) Making Sense of Multivariate Data Analysis: An Intuitive Approach

Making Sense of Multivariate Data Analysis: An Intuitive Approach

John Spicer

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John Spicer : Making Sense of Multivariate Data Analysis: An Intuitive Approach before purchasing it in order to gage whether or not it would be worth my time, and all praised Making Sense of Multivariate Data Analysis: An Intuitive Approach:

0 of 0 people found the following review helpful. Amazingly clear and useful conceptual explanationsBy John W. SippleA very useful, practical, and deeply conceptual book. I use this for a graduate quantitative research methods course and the students have loved it. Without relying much at all on formulas and mathematics, Spicer uses a remarkable economy of words to explain and illustrate the complexity and beauty of quant methods. Much more than

statistical explanations, Spicer teaches us all the why's and how's of the most fundamental and critical questions we must face when engaging in multi variate data analysis. 0 of 0 people found the following review helpful. Four Stars By williamHad everything in it needed. 11 of 11 people found the following review helpful. An essential text for any behavioural researcher By D. Jackson 'Making sense of multivariate data analysis' is an indispensable text for both novice and seasoned behavioural researchers. Associate Professor John Spicer takes the reader on a journey of discovery, where the complexities, nagging questions, and mysteries of univariate, bivariate, and particularly, multivariate data analysis are revealed. These revelations are largely free from the statistical symbolism and algebraic complexity that often serve to confuse those who are unfamiliar with higher-level statistics. In my own research, I have already used this book on several occasions to help de-mystify some of the concepts explained in larger texts on this subject. The manner in which the subject matter is expressed is highly articulate, and renders an interesting journey for the reader. Dr. Spicer shows how the subcomponents and building blocks of multivariate data analysis fit together to produce a coherent picture. Even those who have been using other comparable texts will benefit from this book, and the insights that Dr. Spicer provides. 'Making sense of multivariate data analysis' creates elegant and logical simplicity out of a subject area that is often considered to be confusing, daunting, and complicated.

Making Sense of Multivariate Data Analysis is a short introduction to multivariate data analysis (MDA) for students and practitioners in the behavioral and social sciences. It provides a conceptual overview of the foundations of MDA and of a range of specific techniques including multiple regression, logistic regression, discriminant analysis, multivariate analysis of variance, factor analysis, and log-linear analysis. As a conceptual introduction, the book assumes no prior statistical knowledge, and contains very few symbols or equations. Its primary objective is to expose the conceptual unity of MDA techniques both in their foundations and in the common analytic strategies that lie at the heart of all of the techniques. Although introductory, the book encourages the reader to reflect critically on the general strengths and limitations of MDA techniques. Each chapter includes references for further reading accessible to the beginner.

"This book serves as a resource for readers who want to have an overall view of what encompasses multivariate analyses. The author has discussed some important issues rather philosophically (e.g., theory vs. data analysis). These points are valuable even for readers who have extensive training with multivariate analyses." -- Jenn-Yun Tein "This book is a helpful guide to reading and understanding multivariate data analysis results in social and psychological research." -- C. Y. Joanne Peng "This book is a helpful guide to reading and understanding multivariate data analysis results in social and psychological research." -- C. Y. Joanne Peng "This book serves as a resource for readers who want to have an overall view of what encompasses multivariate analyses. The author has discussed some important issues rather philosophically (e.g., theory vs. data analysis). These points are valuable even for readers who have extensive training with multivariate analyses." -- Jenn-Yun Tein "This book is a helpful guide to reading and understanding multivariate data analysis results in social and psychological research." -- C. Y. Joanne Peng "This book serves as a resource for readers who want to have an overall view of what encompasses multivariate analyses. The author has discussed some important issues rather philosophically (e.g., theory vs. data analysis). These points are valuable even for readers who have extensive training with multivariate analyses." -- Jenn-Yun Tein "This book is a helpful guide to reading and understanding multivariate data analysis results in social and psychological research." -- C. Y. Joanne Peng "This book serves as a resource for readers who want to have an overall view of what encompasses multivariate analyses. The author has discussed some important issues rather philosophically (e.g., theory vs. data analysis). These points are valuable even for readers who have extensive training with multivariate analyses." -- Jenn-Yun Tein "This book is a helpful guide to reading and understanding multivariate data analysis results in social and psychological research." -- C. Y. Joanne Peng "Spicer's book is a superb overview of multivariate statistics, but without formulas. Even though he is trying to offer a nontechnical overview of multivariate analyses, he doesn't shortchange the reader in any way. As much as you might know about stat, you'll learn some more here." (William Dressler) About the Author John Spicer was an Associate Professor and Head of Psychology at Massey University, New Zealand until the end of 2002, when he took early retirement to devote all of his time to writing books. Earlier, he was a Research Fellow for several years at the University of Auckland, New Zealand, and held Visiting Fellowships at the Universities of Michigan and London. His primary research interests have been in health psychology, and he has published articles mainly on cardiovascular disease and theoretical issues in a variety of

international journals. He was coeditor of *Social Dimensions of Health and Disease: New Zealand Perspectives* (1994). Most of his undergraduate and graduate teaching has focused on research methods, particularly multivariate data analysis. In 2002 he coauthored a chapter on sociological and psychological methods in the fourth edition of the *Oxford Textbook of Public Health*.