The Multivariate Social Scientists: Introductory Statistics Using Generalized Linear Models

By Graeme Hutcheson, Nick Sofroniou

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, The Multivariate Social Scientists: Introductory Statistics Using Generalized Linear Models, Graeme Hutcheson, Nick Sofroniou, Starting from simple hypothesis testing and then moving towards model-building, this valuable book takes readers through the basics of multivariate analysis including: which tests to use on which data; how to run analyses in SPSS for Windows and GLIM4; how to interpret results; and how to report and present the reports appropriately. Using a unified conceptual framework (based around the Generalized Linear Model) the authors explain the commonalities and relationships between methods that include both the analysis of categorical and continuous data.

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