IBM SPSS Statistics 21 Made Simple

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This new edition of one of the most widely read textbooks in its field introduces the reader to data analysis with the most powerful and versatile statistical package on the market: *IBM SPSS Statistics 21*.

Each new release of SPSS Statistics features new options and other improvements. There remains a core of fundamental operating principles and techniques which have continued to apply to all releases issued in recent years and have been proved to be worth communicating in a small volume.

This practical and informal book combines simplicity and clarity of presentation with a comprehensive treatment of the use of IBM SPSS Statistics 21 for the description, exploration and confirmation of data.

Each statistical technique is presented in a realistic research context and is fully illustrated with annotated screenshots of SPSS dialog boxes and output. The first chapter sets the scene with a survey of typical research situations, key terms and clear signposts to the location of each technique in the book. It also offers guidance on the choice of statistical techniques, and advice (based on APA guidelines) on how to report the results of a statistical analysis. The next chapters introduce the reader to the use of SPSS, beginning with the entry, description and exploration of data. There is also a full description of the capabilities of the versatile Chart Builder. Each of the remaining chapters concentrates on one particular kind of research situation and the statistical techniques that are appropriate.

The companion website contains datasets for the chapters of the book, as well as a large body of exercises and notes on statistical terms. Instructor resources include a PowerPoint lecture course and MCQs, available free of charge to adopting instructors and their students.

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