

CONTENTS

Preface

v

Part I—BIVARIATE RELATIONSHIPS

Chapter 1 The Nature of Data	3
Scales of Measurement	5
Accuracy of Measurement	9
Shape of Relationship	12
Chapter 2 Summary Indices for Bivariate Relationships	17
The Principle of Least Squares	21
General Form of the Correlation Ratio	22
Continuous, Interval X	28
Linear Regression	32
DEFINING THE LINE	33
SOME CONVENTIONS	34
THE REGRESSION EQUATION	36
REGRESSION COEFFICIENTS WITH DEVIATION SCORES	42
Product Moment Correlation	44
DEFINITION	45
SLOPE OF THE REGRESSION LINE	46
PROPORTION OF VARIANCE	48
ACCURACY OF PREDICTION	50
	ix

PROPORTION OF COMMON ELEMENTS	51
EXPECTATION OF SUCCESS	54
NORMAL CORRELATION SURFACE	60
GEOMETRIC VECTOR INTERPRETATION	62

Chapter 3 Other Indices of Relationship for Two Variables	73
Special Product Moment Correlations	74
Estimates of Product Moment Correlations	82
Other Indices	89

Chapter 4 Terminology of Matrices and Geometry	95
Vector	95
Matrix	97
Matrix Terminology	99
Matrix Manipulations	101
Geometric Considerations	104

Part II—EXTERNAL FACTOR ANALYSIS

Chapter 5 Part and Partial Correlation	125
Part Correlation	125
Partial Correlation	130
Test of Significance	133
Higher Order Partial	134

Chapter 6 Multiple Correlation	139
Three Variable Case	139
Multiple Description	152
A Three Variable Example	156
More Than Two Predictors	158
An Example	167

Chapter 7 Canonical Analysis	175
General Description	175
An Example	193
Beyond Canonical Analysis	200

Chapter 8 Discriminant Analysis	203
The Case of Two Groups	205
Multiple Discriminant Analysis	212
Interpreting Discriminant Analysis	213
Mathematical Considerations	216
An Example	220
 Part III—INTERNAL FACTOR ANALYSIS 	
Chapter 9 Cluster Analysis	227
Cluster Analysis of Variables	228
An Example	232
Alternative Strategies in Cluster Analysis	236
 Chapter 10 The General Model for Factor Analysis	 241
The Factor Analysis Problem	242
The General Factor Analysis Model	247
The Mathematical Model	254
An Example	257
 Chapter 11 Modification of the Factor Analysis Model	 269
Criteria for Factor Solutions	270
The Number of Factors Problem	272
The Communality Problem	282
The Rotation Problem	287
Communality and Number of Factors Problems Revisited	306
Different Initial Solutions	308
 Chapter 12 Other Issues in Factor Analysis	 317
Cross-validation in Factor Analysis	318
Factor Scores	319
Application of Factor Analysis	322
Interpretation of Factors	327
 References	 331
 Index	 338