

# Contents

<i>List of figures</i>	xii
<i>List of tables</i>	xiv
<i>Preface</i>	xvi
<b>1 Introduction</b>	<b>1</b>
<b>PART I</b>	
<b>Beyond ANOVA</b>	<b>7</b>
<b>2 Analysis of covariance (ANCOVA)</b>	<b>9</b>
<i>Worked example of a one-way ANOVA with a single covariate</i>	<i>10</i>
<i>Data screening</i>	<i>12</i>
<i>ANCOVA using more than one covariate</i>	<i>16</i>
<i>Worked example of ANCOVA with more than one covariate</i>	<i>17</i>
<i>Two examples of ANCOVA from the psychological literature</i>	<i>19</i>
<i>Alternatives to ANCOVA</i>	<i>21</i>
<i>Summary</i>	<i>22</i>
<b>3 Multivariate analysis of variance (MANOVA)</b>	<b>25</b>
<i>Data screening</i>	<i>26</i>
<i>Worked example of a <math>3 \times 2</math> MANOVA with three dependent variables and three covariates</i>	<i>28</i>
<i>MANOVA with one IV and three DVs</i>	<i>29</i>
<i>Univariate tests of significance</i>	<i>33</i>
<i>Post hoc and a priori comparisons</i>	<i>34</i>
<i>MANOVA with two IVs and three DVs</i>	<i>34</i>
<i>MANCOVA with one IV, three DVs and three covariates</i>	<i>35</i>
<i>Split-plot <math>3 \times 2</math> MANOVA with three dependent measures</i>	<i>37</i>
<i>Two examples of MANOVA from the psychological literature</i>	<i>37</i>
<i>Summary</i>	<i>40</i>

<b>4 Discriminant function analysis</b>	<b>41</b>
<i>Questions to be answered by discriminant function analysis</i>	42
<i>A worked example of discriminant function analysis</i>	44
<i>Testing significance</i>	44
<i>Interpreting the functions</i>	46
<i>Classification analysis</i>	47
<i>Other features of discriminant function analysis</i>	48
<i>Example of discriminant function analysis from the psychological literature</i>	51
<i>Summary</i>	52
<b>PART II</b>	
<b>Measures of relationship: regression techniques</b>	<b>53</b>
<b>5 Multiple regression</b>	<b>55</b>
<i>Partial correlation</i>	55
<i>The multiple regression equation</i>	56
<i>Different types of regression model</i>	59
<i>Data screening</i>	61
<i>Worked example of hierarchical multiple regression</i>	64
<i>Performing the analysis using computer software</i>	66
<i>Interpreting the output</i>	67
<i>Model validation</i>	69
<i>An example of multiple regression from the literature</i>	70
<i>Multivariate regression</i>	71
<i>Summary</i>	72
<b>6 Logistic regression</b>	<b>73</b>
<i>Essential features of logistic regression</i>	73
<i>Worked example of logistic regression</i>	75
<i>Two examples of logistic regression from the psychological literature</i>	78
<i>Summary</i>	80
<b>7 Structural equation modelling</b>	<b>81</b>
<i>Terminology</i>	82
<i>Basic concepts in structural equation modelling</i>	83
<i>Example from the literature of a study using EQS</i>	88
<i>Example from the literature of a study using path analysis</i>	90

<i>Problems with structural equation modelling</i>	93
<i>Alternatives to structural equation modelling</i>	94
<i>Summary</i>	96

**PART III****Questionnaires and scales****99***Survey design* 99**8 Scale design and construction****103***Varieties of tests, scales and questionnaires* 103*Constructing a scale* 107*Creating an item pool* 107*Example of a test specification* 107*Writing items* 109*Poor questionnaire/scale items* 109*Organisation and layout of questionnaire* 111*Piloting and item analysis* 113*Measures of reliability and validity* 115*An example from the literature* 117*Summary* 119**9 Factor analysis****121***Exploratory factor analysis* 122*Steps in principal components analysis* 122*Other forms of exploratory factor analysis* 125*Factor selection* 126*Factor rotation* 128*Different types of rotation* 129*Interpreting the computer output* 129*Example of exploratory factor analysis from the literature* 130*Some issues in factor analysis* 132*Confirmatory factor analysis* 134*Example of confirmatory factor analysis from the literature* 135*Summary* 137**10 Other techniques for data reduction****138***Cluster analysis* 138*Hierarchical clustering techniques* 140*Average linkage cluster analysis* 142

<i>Example from the literature of hierarchical cluster analysis</i>	143
<i>Multidimensional scaling</i>	144
<i>Calculations in multidimensional scaling</i>	146
<i>Evaluating the MDS solution</i>	147
<i>Canonical correlation</i>	149
<i>Example of canonical correlation from the literature</i>	150
<i>Summary</i>	154

## **PART IV**

### **Qualitative methods**

**155**

#### **11 Qualitative research in psychology**

**157**

<i>Arguments for using qualitative research in psychology</i>	158
<i>The use of qualitative research in psychology</i>	161
<i>Summary</i>	164

#### **12 Grounded theory**

**165**

<i>Background to grounded theory</i>	166
<i>How to perform a grounded theory analysis</i>	167
<i>Data collection</i>	168
<i>Initial analysis</i>	169
<i>Secondary analysis</i>	171
<i>Final analysis</i>	173
<i>Writing the grounded theory report</i>	174
<i>Examples of grounded theory from the psychological literature</i>	175
<i>Debates and developments in grounded theory</i>	177
<i>Departures from traditional grounded theory</i>	179
<i>Summary</i>	180

#### **13 Discourse analysis**

**181**

<i>Ideas behind discourse analysis in psychology</i>	181
<i>Implications for psychological theory</i>	183
<i>Steps in conducting discourse analysis</i>	185
<i>Identifying and collecting data</i>	185
<i>Transcription conventions</i>	186
<i>Analytical techniques</i>	188
<i>Two examples of discourse analysis from the psychological literature</i>	192
<i>Some debates in discourse analysis</i>	194

*Relation between discourse analysis and grounded theory* 197  
*Summary* 197

**14 Other qualitative approaches** 198

*Qualitative content analysis* 198  
*Conversation analysis* 200  
*Ethnography* 203  
*Locating the field* 205  
*Data collection* 206  
*An example of ethnographic research with relevance to psychology* 207  
*Idiographic approaches* 208  
*Interpretative phenomenological analysis* 209  
*Narrative psychology* 209  
*Broad approaches* 210  
*Action research* 210  
*Feminist research* 212  
*Summary* 213

**15 Reporting and evaluating qualitative research** 214

*Writing the qualitative report* 215  
*Criteria for evaluating qualitative research* 218  
*Summary* 223

**PART V**

**Other approaches** 225

**16 Content analysis and log-linear models** 227

*Content analysis* 227  
*An example of content analysis from the psychological literature* 228  
*Log-linear analysis* 229  
*Underlying principles* 229  
*Other issues in log-linear analysis* 233  
*Two examples using log-linear analysis from the psychological literature* 234  
*Summary* 237

**17 Q methodology** 238

*Q methodology: the basic idea* 238  
*The Q-sort: a worked example* 239

<i>The European 'dialect' of Q methodology</i>	242
<i>The North American 'dialect' of Q methodology</i>	245
<i>Summary</i>	246

## **18 Meta-analysis** 247

<i>What does meta-analysis allow us to do?</i>	248
<i>Worked example of a meta-analysis</i>	248
<i>Carrying out the full analysis</i>	253
<i>Examples of meta-analysis from the psychological literature</i>	254
<i>Problems with meta-analysis</i>	258
<i>Summary</i>	261

## **19 Self-generated data** 262

<i>The diary method in psychological research</i>	262
<i>Repertory grid technique</i>	268
<i>Constructing a repertory grid</i>	268
<i>Analysing the grid</i>	271
<i>The individual grid: an example from the clinical literature</i>	272
<i>Comparisons using grids</i>	273
<i>Other methods using self-generated data</i>	275
<i>Summary</i>	276

## **PART VI**

## **Uses and abuses of research** 277

### **20 Ethical issues in psychological research** 279

<i>Introduction</i>	279
<i>Deception</i>	279
<i>Protection of participants</i>	282
<i>Informed consent</i>	283
<i>Right to privacy</i>	285
<i>Honesty</i>	286
<i>Summary</i>	287

### **21 Issues in design and statistics** 289

<i>Introduction</i>	289
<i>Null hypothesis significance testing (NHST): a matter for confusion</i>	290
<i>Problems with NHST</i>	291

<i>What is the null hypothesis anyway?</i>	291
<i>Use of p values</i>	292
<i>Alternatives to NHST</i>	293
<i>Power calculations</i>	296
<i>Confidence intervals</i>	298
<i>Arguments against alternatives to NHST</i>	299
<i>Guidelines proposed by the APA Task Force on Statistical Inference</i>	300
<i>Summary</i>	302
<b>22 Writing for publication</b>	<b>304</b>
<i>Introduction</i>	304
<i>The review process</i>	304
<i>Selecting an appropriate outlet</i>	308
<i>Preparing the manuscript</i>	310
<i>Tips and hints</i>	310
<i>Books</i>	312
<i>Some thoughts on the review process</i>	315
<i>Summary</i>	317
<b>23 Writing research grant proposals</b>	<b>318</b>
<i>Introduction</i>	318
<i>What funds, where?</i>	319
<i>Types of funding</i>	319
<i>Funding bodies</i>	320
<i>Applying for funding</i>	321
<i>The review process</i>	322
<i>Writing the grant proposal</i>	323
<i>Some tips on writing grant proposals</i>	325
<i>Summary</i>	327
<i>Appendices 1 &amp; 2</i>	328
<i>References</i>	331
<i>Index</i>	345

# Figures

2.1	ANCOVA table and estimated marginal means	12
2.2	Scatterplot of visual memory scores against IQ scores with regression line	13
2.3	Scatterplots and regression lines separately for the poor spellers and controls	15
2.4	Regression lines on the same scatterplot for the spelling/visual memory example	23
3.1	SPSS output for multivariate significance tests	32
3.2	Lineplot of film type $\times$ age for Pulse2 data	35
4.1	Discriminant function plot for film $\times$ anxiety	50
5.1	Venn diagram illustrating shared variance between three predictors	58
5.2	Multicollinearity	61
5.3	Scatterplot of residuals	68
7.1	Path diagram of multiple regression example on smoking predictors	84
7.2	Path diagram of hypothetical health risk study	84
7.3	Full model, plus parameters, from Rini <i>et al.</i> (1999)	89
7.4	Path diagram with raw and standardised coefficients	92
7.5	Two-dimensional analysis of alcohol consumption prior to the awareness of pregnancy (P) and during midpregnancy (D) against behavioural outcome, from Bookstein <i>et al.</i> (1996)	95
8.1	Scale instructions and suggested layout	112
8.2	Example of discriminative power analysis	114
9.1	Multiplication of first trial vector by the original correlation matrix	123
9.2	Cattell's scree test	127
9.3	Rotation of factors in a two-dimensional plot	128
10.1	Scatterplot of ice cream and thermal underwear sales	139
10.2	Dendrogram of cluster example data	142
10.3	Scatterplot of cases on two dimensions from Katsikitis (1997)	147



12.1	Stages in the grounded theory process	168
12.2	Process model pertaining to non-attendance (from Tweed and Salter 2000)	177
17.1	Empty grid for Q-sort example	240
19.1	The modified Rochester Interaction Record as used by Tidwell <i>et al.</i> (1996)	265
19.2	Example of item in repertory grid	270

# Tables

2.1	IQ and visual memory scores for both spelling groups	11
2.2	ANOVA table for one-way visual memory between-groups study	11
2.3	Visual memory scores and three covariates grouped by spelling ability	18
2.4	Correlation matrix for visual memory and the three covariates	18
2.5	Adjusted subgroup means and $F$ ratios for single ANCOVA tests	18
3.1	Full data set for film type $\times$ anxiety study	29
3.2	Cell means and standard deviations for film type $\times$ 'after' measures	30
3.3	Results of multivariate significance tests	36
3.4	Adjusted cell means (distance from original means in italics) for MANCOVA example	36
4.1	Data for discriminant function analysis	45
4.2	Standardised canonical discriminant function coefficients	46
4.3	Variable-function correlations	47
4.4	Hit rates for classification analysis	48
4.5	$F$ -to-remove and lambda for variables in stepwise discriminant analysis of the recruitment bias example	49
4.6	Significance testing statistics for film $\times$ anxiety	49
4.7	Structure matrix for film $\times$ anxiety	49
5.1	Data for partial correlation example	55
5.2	First five cases of the full data set for multiple regression example	65
5.3	Correlation matrix	65
6.1	First five cases of logistic regression data set	75
6.2	Correlation matrix for logistic regression example	75
8.1	Test specification for the academic stardom scale	109
8.2	Items from the pet bereavement scale (Archer and Winchester 1994)	118
9.1	Correlation matrix for principal components example	123

9.2	Residual matrix for principal components example	125
9.3	Example of a factor structure matrix	130
9.4	Principal components analysis with oblimin rotation of all the items (original item numbers in brackets)	132
10.1	Matrix of Euclidean distances between consumer items	140
10.2	New distance matrix	141
10.3	Second new distance matrix	141
10.4	Frequencies of response to emotion photographs from Katsikitis (1997)	145
10.5	Regression results from Cole and Bradac (1996)	148
10.6	Correlation matrix for the data in Finn (1997)	151
10.7	Canonical weights for the first two solutions in Finn (1997)	152
10.8	Structure matrix for the data in Finn (1997)	153
16.1	Descriptive statistics of criticisms by symptom-behavioural category	229
16.2	Two-way contingency table for symptom vs. relative data	230
16.3	Three-way contingency table for symptom vs. relative vs. status data	230
16.4	Three-way contingency table with natural logarithms of the observed frequencies	231
16.5	Likelihood ratios for the three-way symptom vs. relative vs. status table	232
17.1	Data for the Q-sort worked example	240
17.2	Rotated component matrix for Q-sort worked example data	241
18.1	Summary of imaginary studies for meta-analysis	253
18.2	Data file for computer analysis of the above information	253
19.1	Specific role titles suggested as elements (after Kelly 1955)	270
21.1	Typical $2 \times 2$ error type table	294
21.2	Cohen's (1992) guide to interpreting the value of $d$	296