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It is observed that Researchers face a lot of difficulties in planning, design, collection, analysis and interpretation of Likert Scale data. Therefore, as an aid for the researchers it is attempted to write a book entitled 'A Comprehensive Guide for Design, Collection, Analysis and Presentation of Likert and other Rating Scale Data' on this subject with the following chapters 1. Basics

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of Likert Scale 2. General Issues of Likert Scaling 3. Templates for Creating Likert Scales 4. Basic Concepts of Measurement 5. Analysis of Likert Data 6. Appropriate Chart or Graph for Likert scale 7. Likert Scale Data Analysis with Statistical Software. This book discusses various efforts to identify, collect, analyse, improve, and present Likert data collected by rating scales such as Likert Scale. Most importunately the book illustrates, review, and critique several forms of collection, analysis, graphical presentation and interpretation of results from studies using rating scales. The most

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salient and striking features covered in this book are as follows Differences between Likert-type or Likert scale data Likert-type data is an ordinal data, therefore, non-parametric tests such as Mann Whitney-U test, Wilcoxon signed-rank test, Kruskal-Wallis test should be used in lieu of parametric tests. Likert scale data, on the other hand, are analysed as interval data. and analysis that can be performed includes mean for central tendency, standard deviations for variability, Pearson's r for bivariate analysis, t-test and ANOVA for comparing group means, and regression procedures for associations. For

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Likert-type data mode or median is used for measuring central tendency and frequencies for variability. Analysis appropriate for ordinal scale items that includes the chi-square measure of association, Kendall Tau B, and Kendall Tau C. The dispute over the use of parametric versus non-parametric methods for the analysis of Likert scale ordinal data has raged for the past eight decades is discussed fully and suggested the right one. Focuses on validity, reliability and analysis of the Likert Scale Pictorial display of several ways in which statistical data may be presented pictorially such as different types of graphs



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and diagrams is covered. Demonstration for Calculating Descriptive Statistics, Chi-Square Goodness-of-Fit, Mann-Whitney U Test, Sign Test, Wilcoxon-Mann-Whitney test and Cronbach's alpha with examples using SPSS.

Rebecca M. Warner's Applied Statistics: From Bivariate Through Multivariate Techniques, Second Edition provides a clear introduction to widely used topics in bivariate and multivariate statistics, including multiple regression, discriminant analysis, MANOVA, factor analysis, and binary logistic regression. The approach is applied and does

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not require formal mathematics; equations are accompanied by verbal explanations. Students are asked to think about the meaning of equations. Each chapter presents a complete empirical research example to illustrate the application of a specific method. Although SPSS examples are used throughout the book, the conceptual material will be helpful for users of different programs. Each chapter has a glossary and comprehension questions.

A clear and concise introduction and reference for anyone new to the subject of statistics.

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"The first encyclopedia to cover inclusively both quantitative and qualitative research approaches, this set provides clear explanations of 1,000 methodologies, avoiding mathematical equations when possible with liberal cross-referencing and bibliographies. Each volume includes a list of works cited, and the third contains a comprehensive index and lists of person names, organizations, books, tests, software, major concepts, surveys, and methodologies."--"Reference that rocks," American Libraries, May 2005.

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In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the Encyclopedia of Survey Research Methods presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of

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possible survey error from a cost-benefit standpoint.

The Encyclopedia of Epidemiology presents state-of-the-art information from the field of epidemiology in a less technical and accessible style and format. With more than 600 entries, no single reference provides as comprehensive a resource in as focused and appropriate manner. The entries cover every major facet of epidemiology, from risk ratios to case-control studies to mediating and moderating variables, and much more. Relevant topics from related fields such as

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biostatistics and health economics are also included.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be

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quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate samples sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in

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measuring the behavior and attitudes of people during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site:

<http://www.measuringu.com/>



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statistics program on the market today. Written in ten manageable chapters, this book first introduces students to the approach researchers use to frame research questions and the logic of establishing causal relations. Students are then oriented to the SPSS program and how to examine data sets. Subsequent chapters guide them through univariate analysis, bivariate analysis, graphic analysis, and multivariate analysis. Students conclude their course by learning how to write a research report and by engaging in their own research project. Each book is packaged with a disk containing the

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GSS (General Social Survey) file and the States data files. The GSS file contains 100 variables generated from interviews with 2,900 people, concerning their behaviors and attitudes on a wide variety of issues such as abortion, religion, prejudice, sexuality, and politics. The States data allows comparison of all 50 states with 400 variables indicating issues such as unemployment, environment, criminality, population, and education. Students will ultimately use these data to conduct their own independent research project with SPSS. Note: MySearchLab does not come automatically packaged with

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This series of methodological works provides introductory explanations and demonstrations of various data analysis techniques applicable to the social sciences. Designed for readers with a limited background in statistics or mathematics, this series aims to make the assumptions and practices of

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