

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!

COM 531, Multivariate Statistical Analyses
Neuendorf, Spring 2008

Final Data Analysis Project & Report

Worth: 40 pts. (20% of your course grade)

Due: 6 pm, Thursday, May 1 (last week of classes)

The report must be typed, double-spaced, in hard copy, and referenced in APA style.

The intent of this assignment is to give you the experience of generating a brief research report, using SPSS analyses to test hypotheses via appropriate multivariate statistics. Each of you will test two multivariate hypotheses or research questions on one of the class data sets *or* on your own data set (with instructor approval). If you wish to use your own data set, you need to give Dr. N. all the pertinent information, including the instrument, by April 10 for her review.

You must use two different multivariate statistical techniques, and neither may be the technique upon which you gave your class presentation. The final outcome of the project will be a report that lays out:

- (1) the research Rationale and Hypotheses (with at least three pertinent citations from the scholarly literature);
- (2) the Analyses conducted, including any scale construction (you can skip the rest of the typical Methods section IF you are using one of the class data sets; if you are using your own data set, a full Methods section is needed);
- (3) the Results obtained; and
- (4) a Discussion or Conclusion that interprets the findings in light of some existing theory or perspective.

Attached to this report should be the SPSS output generated by the computer analyses, with syntax indicated as always. However, I do expect you to provide relevant summary tables in the report itself. (The report should be able to stand alone without the output; I will use the output only to check your programming if necessary.)

Some concrete guidelines:

1. Although the report needs to have the typical four sections (rationale/hyps., methods, results, discussion), be concise. Please try to make it an elegant piece of work. This applies especially to issues of theory--for example, while I am expecting only a very brief theoretic rationale, make it good. You should expect to cite several pieces of past research, but I'm not expecting a complete lit. review. Use APA style for referencing.
2. Also, the discussion section needs to be especially cogent. Let me know how important your findings are, what they mean to the world and to science, what we know now that we didn't know before, etc., and (most importantly) what the statistics are really telling us.
3. It may seem a bit contrived, but you *must* generate hypotheses that are appropriately tested by statistical procedures we are covering this term. Significant points will be deducted for inappropriate applications of statistics. Please be aware that MDS, Conjoint Analysis, and Structural Equation Modeling require special data sets and/or special computer applications and therefore are not good choices.

Happy "data snooping"!