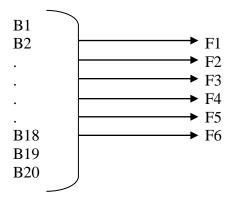
# *Factor Analysis* COM 631/731, Spring 2018 K. Neuendorf

# I. THE MODEL

From the Humor and Public Opinion Study 2010

Public Opinion measures:



For items B1-B12, 0 = strongly disagree, 10 = strongly agree:

- B1. Barack Obama is doing a good job as president.
- B2. I believe that O.J. Simpson is innocent of murder.
- B3. Affirmative action is still necessary to help minorities and other groups.
- B4. The Internet provides me with lots of information I need.
- B5. I like finding unexpected linkages on the Internet.
- B6. Abortion should remain legal.
- B7. All human cloning should be banned.
- B8. I favor the death penalty for a person convicted of murder.

B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages.

- B10. The laws covering the sale of firearms should be made more strict.
- B11. The problem of drugs in the United States is extremely serious.
- B12. The U.S. healthcare system today is in a state of crisis.

For items B13-B18, 0 = very dissatisfied, 10 = very satisfied:

- B13. How satisfied are you with the way women are treated [in society]?
- B14. How about Blacks?
- B15. Asians?
- B16. How satisfied are you with the way Arabs are treated?
- B17. How about immigrants?
- B18. Hispanics?

For item B19, 0 = not worried at all, 10 = very worried: B19. How worried are you that you or someone in your family will become a victim of terrorism?

For item B20, 0 = too little regulation, 10 = too much regulation: B20. In general, do you think there is too much or too little government regulation of business and industry?

# **II. RUNNING SPSS**

# ANALYZE $\rightarrow$ DIMENSION REDUCTION [DATA REDUCTION ] $\rightarrow$ FACTOR

## 

## CONTINUE

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## EXTRACTION $\rightarrow$ METHOD $\rightarrow$ PRINCIPAL COMPONENTS $\rightarrow$ ANALYZE $\rightarrow$ CORRELATION MATRIX $\rightarrow$ DISPLAY $\rightarrow$ $\sqrt{\text{UNROTATED FACTOR SOLUTION}}$ √ SCREE PLOT → EXTRACT → EIGENVALUES GREATER THAN 1

→ MAXIMUM ITERATIONS FOR CONVERGENCE 100

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## ROTATION → METHOD → VARIMAX → DISPLAY → $\sqrt{\text{ROTATED SOLUTION}}$ → MAXIMUM ITERATIONS FOR CONVERGENCE 100

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[NOTE: Did not use these factor scores as new scales in any way in this analysis; this page is included for illustrative purposes only.]

## SCORES $\rightarrow$ SAVE AS VARIABLES $\rightarrow$ METHOD $\rightarrow$ REGRESSION $\rightarrow \sqrt{DISPLAY}$ FACTOR SCORE COEFFICIENT MATRIX

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# PASTE $\rightarrow$ Then run from syntax file

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# **III. SPSS OUTPUT**

[NOTE: Correlations shown here are from a separate run of the Correlations procedure, just because the correlation matrix provided by the Factor procedure did not survive the translation to Word very well!]

```
CORRELATIONS
/VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20
/PRINT=TWOTAIL NOSIG
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## Correlations

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		t.	murder.	groups.	need.	Internet.	legal.	banned.	murder.
B1. Barack	Pearson	1	.169**	.431**	.158**	.115	.268**	.005	244**
Obama is doing									
a good job as president.	Sig. (2- tailed)		.005	.000	.008	.056	.000	.937	.000
	N	280	279	280	277	277	277	278	277
B2. I believe that O.J.	Pearson Correlation	.169**	1	.309**	.009	015	.014	.167**	129*
Simpson is innocent of	Sig. (2- tailed)	.005		.000	.886	.810	.819	.005	.032
murder.	N	279	279	279	276	276	276	277	276
B3. Affirmative	Pearson	.431**	.309**	1	.156**	.118*	.116	.114	208**
action is still	Correlation								
necessary to	Sig. (2-	.000	.000		.009	.050	.053	.058	.000
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and other	N	280	279	280	277	277	277	278	277
groups.									
B4. The Internet	Pearson Correlation	.158**	.009	.156**	1	.311**	015	.005	010
provides me with lots of	Sig. (2- tailed)	.008	.886	.009		.000	.806	.930	.866
information I need.	N	277	276	277	277	274	274	275	274
B5. I like	Pearson	.115	015	.118*	.311**	1	.042	120 <sup>*</sup>	072
finding	Correlation	050	040	050	000		407	0.40	005
unexpected linkages on the	Sig. (2- tailed)	.056	.810	.050	.000		.487	.046	.235
Internet.	N	277	276	277	274	277	274	275	274
B6. Abortion should remain	Pearson Correlation	.268**	.014	.116	015	.042	1	088	.001
legal.	Sig. (2- tailed)	.000	.819	.053	.806	.487		.144	.987
	N	277	276	277	274	274	277	275	274
B7. All human	Pearson	.005	.167**	.114	.005	120 <sup>*</sup>	088	1	013
cloning should	Correlation								

be banned.	Sig. (2- tailed)	.937	.005	.058	.930	.046	.144		.832
	N	278	277	278	275	275	275	278	275
B8. I favor the death penalty	Pearson Correlation	244**	129*	208**	010	072	.001	013	1
for a person convicted of	Sig. (2- tailed)	.000	.032	.000	.866	.235	.987	.832	
murder.	N	277	276	277	274	274	274	275	277
B9. Marriages between same-	Pearson Correlation	.177**	066	.009	.017	.157**	.367**	257**	.000
sex couples should be	Sig. (2- tailed)	.003	.271	.878	.775	.009	.000	.000	.998
recognized by the law as valid, with the same rights as	N	280	279	280	277	277	277	278	277
traditional marriages.									
B10. The laws covering the	Pearson Correlation	.306**	.039	.182**	.169**	.079	.129*	.160**	.045
sale of firearms should be	Sig. (2- tailed)	.000	.520	.002	.005	.188	.032	.008	.454
made more strict.	N	279	278	279	276	276	276	277	276
B11. The problem of	Pearson Correlation	.102	.121*	.155**	.109	.041	020	.203**	.076
drugs in the United States is	Sig. (2- tailed)	.090	.045	.009	.070	.497	.745	.001	.206
extremely serious.	Ň	279	278	279	276	276	276	277	276
B12. The U.S.	Pearson	.361**	.021	.238**	.236**	.205**	.130*	021	131 <sup>*</sup>
healthcare system today is in a state of	Correlation Sig. (2- tailed)	.000	.730	.000	.000	.001	.031	.727	.030
crisis.	N	278	277	278	275	275	276	276	275
B13. How satisfied are	Pearson Correlation	210**	045	251**	.061	074	065	.019	.199**
you with the way women are	Sig. (2- tailed)	.000	.454	.000	.311	.220	.281	.746	.001
treated?	N	280	279	280	277	277	277	278	277
B14. How about Blacks?	Pearson Correlation	209**	224**	355**	.043	.048	116	056	.257**
	Sig. (2- tailed)	.000	.000	.000	.475	.427	.054	.355	.000
	Ν	280	279	280	277	277	277	278	277
B15. Asians?	Pearson Correlation	089	083	216**	.132 <sup>*</sup>	.068	072	007	.208**
	Sig. (2- tailed)	.143	.172	.000	.030	.269	.236	.908	.001
	N	273	272	273	270	270	270	271	270
B16. How satisfied are	Pearson Correlation	200**	026	241**	.028	017	056	.079	.274**
you with the way Arabs are	Sig. (2- tailed)	.001	.661	.000	.642	.777	.357	.187	.000
treated?	Ν	280	279	280	277	277	277	278	277
B17. How about	Pearson Correlation	223**	033	237**	.097	007	037	.003	.259**
immigrants?	Sig. (2- tailed)	.000	.581	.000	.108	.911	.545	.956	.000
	N	279	278	279	276	276	276	277	276
B18. Hispanics?	Pearson Correlation	170**	063	269**	.024	.048	067	.037	.172**
	Sig. (2- tailed)	.004	.296	.000	.692	.428	.271	.544	.004

	_			_	_		_	_	
	Ν	278	277	278	275	275	275	276	275
B19. How worried are you	Pearson Correlation	.033	.015	.086	.011	009	042	.023	.095
that you or someone in	Sig. (2- tailed)	.582	.808	.153	.853	.884	.491	.706	.115
your family will become a victim of terrorism?	Ν	280	279	280	277	277	277	278	277
B20. In general, do you	Pearson Correlation	309**	084	177**	088	023	175**	.016	.220**
think there is too much or too	Sig. (2- tailed)	.000	.162	.003	.145	.700	.003	.793	.000
little government regulation of business and industry?	Ν	280	279	280	277	277	277	278	277
			с	orrelation	s				
		B9		-					

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•	-			v		u	•••	-			•	

				entenation	•				
		B9. Marriag es between same- sex couples should be recogniz ed by the law as valid, with the same rights as tradition al marriag es.	B10. The laws covering the sale of firearms should be made more strict.	B11. The problem of drugs in the United States is extremel y serious.	B12. The U.S. healthca re system today is in a state of crisis.	B13. How satisfied are you with the way women are treated?	B14. How about Blacks?	B15. Asians?	B16. How satisfied are you with the way Arabs are treated?
B1. Barack	Pearson	.177**	.306**	.102	.361**	210**	209**	089	200 <sup>**</sup>
Obama is doing a good job as president.	Correlation Sig. (2- tailed)	.003	.000	.090	.000	.000	.000	.143	.001
	N	280	279	279	278	280	280	273	280
B2. I believe that O.J.	Pearson Correlation	066	.039	.121*	.021	045	224**	083	026
Simpson is innocent of	Sig. (2- tailed)	.271	.520	.045	.730	.454	.000	.172	.661
murder.	Ν	279	278	278	277	279	279	272	279
B3. Affirmative action is still	Pearson Correlation	.009	.182**	.155**	.238**	251**	355**	216**	241**
necessary to help minorities	Sig. (2- tailed)	.878	.002	.009	.000	.000	.000	.000	.000
and other groups.	N	280	279	279	278	280	280	273	280
B4. The Internet	Pearson Correlation	.017	.169**	.109	.236**	.061	.043	.132*	.028
provides me with lots of	Sig. (2- tailed)	.775	.005	.070	.000	.311	.475	.030	.642
information I need.	Ν	277	276	276	275	277	277	270	277
B5. I like finding	Pearson Correlation	.157**	.079	.041	.205**	074	.048	.068	017

unexpected linkages on the	Sig. (2- tailed)	.009	.188	.497	.001	.220	.427	.269	.777
Internet.	N	277	276	276	275	277	277	270	277
B6. Abortion should remain	Pearson Correlation	.367**	.129*	020	.130*	065	116	072	056
legal.	Sig. (2- tailed)	.000	.032	.745	.031	.281	.054	.236	.357
	N	277	276	276	276	277	277	270	277
B7. All human cloning should	Pearson Correlation	257**	.160**	.203**	021	.019	056	007	.079
be banned.	Sig. (2- tailed)	.000	.008	.001	.727	.746	.355	.908	.187
	N	278	277	277	276	278	278	271	278
B8. I favor the death penalty	Pearson Correlation	.000	.045	.076	131 <sup>*</sup>	.199**	.257**	.208**	.274**
for a person convicted of	Sig. (2- tailed)	.998	.454	.206	.030	.001	.000	.001	.000
murder.	Ň	277	276	276	275	277	277	270	277
B9. Marriages between same-	Pearson Correlation	1	.198**	161**	.119*	107	066	098	103
sex couples should be	Sig. (2- tailed)		.001	.007	.047	.073	.273	.107	.086
recognized by the law as	Ň	280	279	279	278	280	280	273	280
valid, with the same rights as traditional marriages.									
B10. The laws	Pearson	.198**	1	.324**	.282**	111	119 <sup>*</sup>	153 <sup>*</sup>	165**
covering the sale of firearms	Correlation Sig. (2-	.001		.000	.000	.064	.047	.012	.006
should be made more strict.	tailed) N	279	279	278	277	279	279	272	279
B11. The	Pearson	161**	.324**	1	.379**	082	074	084	.040
problem of drugs in the	Correlation Sig. (2-	.007	.000		.000	.172	.215	.166	.504
United States is extremely serious.	tailed) N	279	278	279	277	279	279	272	279
B12. The U.S.	Pearson	.119*	.282**	.379**	1	246**	208**	183**	142 <sup>*</sup>
healthcare system today is	Correlation Sig. (2-	.047	.000	.000		.000	.000	.002	.018
in a state of crisis.	tailed) N	278	277	277	278	278	278	271	278
B13. How	Pearson	107	111	082	246 <sup>**</sup>	1	.640**	.588**	.445**
satisfied are you with the	Correlation Sig. (2-	.073	.064	.172	.000		.000	.000	.000
way women are treated?	tailed) N	280	279	279	278	280	280	273	200
B14. How	Pearson	066	119 <sup>*</sup>	074	208 <sup>**</sup>	.640**	280	.703**	280 .621**
about Blacks?	Correlation Sig. (2-	.273	.047	.215	.000	.000		.000	.000
	tailed) N	280	279	279	278	280	280	273	280
B15. Asians?	Pearson	098	153 <sup>*</sup>	084	183 <sup>**</sup>	.588**	.703**	1	.532**
	Correlation Sig. (2-	.107	.012	.166	.002	.000	.000		.000
	tailed) N	273	272	272	271	273	273	273	273
B16. How	Pearson	103	165 <sup>**</sup>	.040	142 <sup>*</sup>	.445**	.621**	.532**	213
satisfied are you with the	Correlation Sig. (2-	.086	.006	.504	.018	.000	.000	.000	
way Arabs are	tailed)								

treated?	Ν	280	279	279	278	280	280		280
B17. How	Pearson	096	144 <sup>*</sup>	026	198**	.466**	.604**	.487**	.759**
about immigrants?	Correlation Sig. (2- tailed)	.111	.016	.662	.001	.000	.000	.000	.000
	Ν	279	278	278	277	279	279	272	279
B18. Hispanics?	Pearson Correlation	045	114	075	224**	.532**	.736**	.619**	.643**
	Sig. (2- tailed)	.455	.057	.214	.000	.000	.000	.000	.000
	Ν	278	277	277	276	278	278	271	278
B19. How worried are you	Pearson Correlation	.019	.146*	.177**	.050	054	.017	079	.033
that you or someone in	Sig. (2- tailed)	.755	.015	.003	.410	.369	.773	.190	.577
your family will become a victim of terrorism?	N	280	279	279	278	280	280	273	280
B20. In general, do you	Pearson Correlation	153 <sup>*</sup>	294**	137*	214**	.146*	.198**	.157**	.205**
think there is too much or too	Sig. (2- tailed)	.010	.000	.022	.000	.014	.001	.009	.001
little government regulation of business and industry?	Ν	280	279	279	278	280	280	273	280

Correlations

		B17. How about immigrants?	B18. Hispanics?	B19. How worried are you that you or someone in your family will become a victim of terrorism?	B20. In general, do you think there is too much or too little government regulation of business and industry?
B1. Barack Obama is	Pearson Correlation	223**	170**	.033	309**
doing a good job as	Sig. (2-tailed)	.000	.004	.582	.000
president.	Ν	279	278	280	280
B2. I believe that O.J.	Pearson Correlation	033	063	.015	084
Simpson is innocent of	Sig. (2-tailed)	.581	.296	.808	.162
murder.	Ν	278	277	279	279
B3. Affirmative action is	Pearson Correlation	237**	269**	.086	177**
still necessary to help	Sig. (2-tailed)	.000	.000	.153	.003
minorities and other groups.	Ν	279	278	280	280
B4. The Internet provides		.097	.024	.011	088
me with lots of	Sig. (2-tailed)	.108	.692	.853	.145
information I need.	Ν	276	275	277	277
B5. I like finding	Pearson Correlation	007	.048	009	023
unexpected linkages on	Sig. (2-tailed)	.911	.428	.884	.700
the Internet.	Ν	276	275	277	277
B6. Abortion should	Pearson Correlation	037	067	042	175**
remain legal.	Sig. (2-tailed)	.545	.271	.491	.003
	Ν	276	275	277	277
B7. All human cloning	Pearson Correlation	.003	.037	.023	.016
should be banned.	Sig. (2-tailed)	.956	.544	.706	.793
	Ν	277	276	278	278
B8. I favor the death	Pearson Correlation	.259**	.172**	.095	.220**
penalty for a person	Sig. (2-tailed)	.000	.004	.115	.000

convicted of murder.	Ν	276	275	277	277
B9. Marriages between	Pearson Correlation	096	045	.019	153 <sup>*</sup>
same-sex couples should	Sig. (2-tailed)	.111	.455	.755	.010
be recognized by the law	N	279	278	280	280
as valid, with the same					
rights as traditional					
marriages.	Pearson Correlation	144*		4.40*	00.4**
B10. The laws covering the sale of firearms			114	.146*	294**
should be made more	Sig. (2-tailed)	.016	.057	.015	.000
strict.	Ν	278	277	279	279
B11. The problem of	Pearson Correlation	026	075	.177**	137*
drugs in the United States	Sig. (2-tailed)	.662	.214	.003	.022
is extremely serious.	N	278	277	279	279
B12. The U.S. healthcare	Pearson Correlation	198**	224**	.050	214**
system today is in a state	Sig. (2-tailed)	.001	.000	.410	.000
of crisis.	N	277	276	278	278
B13. How satisfied are	Pearson Correlation	.466**	.532**	054	.146*
you with the way women	Sig. (2-tailed)	.000	.000	.369	.014
are treated?	N	279	278	280	280
B14. How about Blacks?	Pearson Correlation	.604**	.736**	.017	.198**
	Sig. (2-tailed)	.000	.000	.773	.001
	Ν	279	278	280	280
B15. Asians?	Pearson Correlation	.487**	.619**	079	.157**
	Sig. (2-tailed)	.000	.000	.190	.009
	Ν	272	271	273	273
B16. How satisfied are	Pearson Correlation	.759**	.643**	.033	.205**
you with the way Arabs	Sig. (2-tailed)	.000	.000	.577	.001
are treated?	Ν	279	278	280	280
B17. How about	Pearson Correlation	1	.740**	.059	.225**
immigrants?	Sig. (2-tailed)		.000	.326	.000
	Ν	279	277	279	279
B18. Hispanics?	Pearson Correlation	.740**	1	052	.186**
	Sig. (2-tailed)	.000		.386	.002
	Ν	277	278	278	278
B19. How worried are	Pearson Correlation	.059	052	1	.048
you that you or someone	Sig. (2-tailed)	.326	.386		.424
in your family will become	N	279	278	280	280
a victim of terrorism?		-	-		
B20. In general, do you	Pearson Correlation	.225**	.186**	.048	1
think there is too much or	Sig. (2-tailed)	.000	.002	.424	
too little government regulation of business	Ν	279	278	280	280
and industry?			_/0	200	
and industry !					

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

FACTOR

/VARIABLES B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20 /MISSING LISTWISE /ANALYSIS B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20 /PRINT UNIVARIATE INITIAL KMO EXTRACTION ROTATION FSCORE /FORMAT SORT /PLOT EIGEN /CRITERIA MINEIGEN(1) ITERATE(100) /EXTRACTION PC /CRITERIA ITERATE(100) /ROTATION VARIMAX /SAVE REG(ALL) /METHOD=CORRELATION.

## **Factor Analysis**

#### **Descriptive Statistics**

	Mean	Std. Deviation	Analysis
			N
B1. Barack Obama is doing a good job as president.	5.75	2.774	252
B2. I believe that O.J. Simpson is innocent of murder.	2.52	2.620	252
B3. Affirmative action is still necessary to help minorities and other groups.	5.00	3.049	252
B4. The Internet provides me with lots of information I need.	8.50	1.963	252
B5. I like finding unexpected linkages on the Internet.	5.79	3.149	252
B6. Abortion should remain legal.	6.45	3.465	252
B7. All human cloning should be banned.	4.83	3.479	252
B8. I favor the death penalty for a person convicted of murder.	5.66	3.468	252
B9. Marriages between same-sex couples should be recognized by the law as	6.88	3.643	252
valid, with the same rights as traditional marriages.			
B10. The laws covering the sale of firearms should be made more strict.	6.59	3.225	252
B11. The problem of drugs in the United States is extremely serious.	6.27	2.984	252
B12. The U.S. healthcare system today is in a state of crisis.	7.14	2.475	252
B13. How satisfied are you with the way women are treated?	5.44	2.583	252
B14. How about Blacks?	5.21	2.693	252
B15. Asians?	5.81	2.443	252
B16. How satisfied are you with the way Arabs are treated?	4.40	2.739	252
B17. How about immigrants?	4.51	2.705	252
B18. Hispanics?	5.11	2.575	252
B19. How worried are you that you or someone in your family will become a	2.53	2.684	252
victim of terrorism?			
B20. In general, do you think there is too much or too little government	5.03	2.453	252
regulation of business and industry?	0.00		_0_

#### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequa	су796
Bartlett's Test of Sphericity Approx. Chi-Square	1568.335
df	190
Sig.	.000

Communalities				
	Initial	Extraction		
B1. Barack Obama is doing a good job as president.	1.000	.579		
B2. I believe that O.J. Simpson is innocent of murder.	1.000	.638		
B3. Affirmative action is still necessary to help minorities and other groups.	1.000	.576		
B4. The Internet provides me with lots of information I need.	1.000	.556		
B5. I like finding unexpected linkages on the Internet.	1.000	.622		
B6. Abortion should remain legal.	1.000	.614		
B7. All human cloning should be banned.	1.000	.495		
B8. I favor the death penalty for a person convicted of murder.	1.000	.540		
B9. Marriages between same-sex couples should be recognized by the law as	1.000	.675		
valid, with the same rights as traditional marriages.				
B10. The laws covering the sale of firearms should be made more strict.	1.000	.601		
B11. The problem of drugs in the United States is extremely serious.	1.000	.626		
B12. The U.S. healthcare system today is in a state of crisis.	1.000	.499		
B13. How satisfied are you with the way women are treated?	1.000	.577		
B14. How about Blacks?	1.000	.811		
B15. Asians?	1.000	.667		
B16. How satisfied are you with the way Arabs are treated?	1.000	.685		
B17. How about immigrants?	1.000	.715		
B18. Hispanics?	1.000	.755		
B19. How worried are you that you or someone in your family will become a victim	1.000	.509		
of terrorism?				
B20. In general, do you think there is too much or too little government regulation	1.000	.547		
of business and industry?				

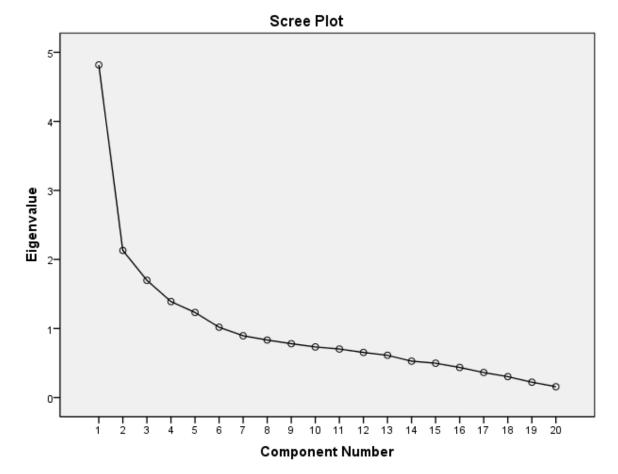
Extraction Method: Principal Component Analysis.

## **Total Variance Explained**

		Initial Eigenvalu	ies	Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.817	24.085	24.085	4.817	24.085	24.085
2 3	2.130	10.649	34.734	2.130	10.649	34.734
	1.698	8.488	43.222	1.698	8.488	43.222
4 5 6 7	1.390	6.950	50.173	1.390	6.950	50.173
5	1.232	6.160	56.332	1.232	6.160	56.332
6	1.018	5.092	61.425	1.018	5.092	61.425
	.895	4.476	65.901			
8	.833	4.164	70.066			
9	.780	3.901	73.967			
10	.733	3.666	77.633			
11	.703	3.513	81.145			
12	.654	3.268	84.413			
13	.612	3.060	87.474			
14	.527	2.634	90.108			
15	.497	2.487	92.595			
16	.436	2.181	94.775			
17	.363	1.814	96.589			
18	.303	1.515	98.105			
19	.222	1.111	99.215			
20	.157	.785	100.000			

lotal variance Explained						
	Rotation Sums of Squared Loadings					
Component	Total	% of Variance	Cumulative %			
1	4.238	21.190	21.190			
2	2.041	10.204	31.395			
3	1.599	7.994	39.389			
2 3 4 5 6 7	1.536 1.508	7.679 7.539	47.068 54.607			
6	1.364	6.818	61.425			
7	1.001	0.010	011120			
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

Extraction Method: Principal Component Analysis.



#### **Total Variance Explained**

## Component Matrix<sup>a</sup>

		Component		
	1	2	3	4
B14. How about Blacks?	.849	.226	099	.022
B18. Hispanics?	.811	.260	114	048
B17. How about immigrants?	.786	.223	.036	.021
B16. How satisfied are you with the way Arabs are treated?	.762	.266	.089	.045
B15. Asians?	.726	.270	139	187
B13. How satisfied are you with the way women are treated?	.701	.167	049	057
B3. Affirmative action is still necessary to help minorities and other groups.	510	.319	.143	276
B1. Barack Obama is doing a good job as president.	471	.464	192	138
B10. The laws covering the sale of firearms should be made more strict.	312	.551	.037	.418
B4. The Internet provides me with lots of information I need.	015	.535	113	338
B12. The U.S. healthcare system today is in a state of crisis.	386	.513	006	.078
B11. The problem of drugs in the United States is extremely serious.	125	.506	.494	.284
B9. Marriages between same-sex couples should be recognized by the law	195	.097	674	.338
as valid, with the same rights as traditional marriages.				
B7. All human cloning should be banned.	036	.220	.557	037
B6. Abortion should remain legal.	207	.138	472	.293
B8. I favor the death penalty for a person convicted of murder.	.412	017	.108	.503
B19. How worried are you that you or someone in your family will become a	067	.148	.316	.419
victim of terrorism?				
B5. I like finding unexpected linkages on the Internet.	067	.350	307	338
B2. I believe that O.J. Simpson is innocent of murder.	240	.160	.296	353
B20. In general, do you think there is too much or too little government	.396	342	.216	078
regulation of business and industry?				

## **Component Matrix**<sup>a</sup>

	Comp	onent
	5	6
B14. How about Blacks?	018	168
B18. Hispanics?	.117	.011
B17. How about immigrants?	.042	.210
B16. How satisfied are you with the way Arabs are treated?	.087	.125
B15. Asians?	.085	070
B13. How satisfied are you with the way women are treated?	.196	115
B3. Affirmative action is still necessary to help minorities and other groups.	.130	.318
B1. Barack Obama is doing a good job as president.	.291	.004
B10. The laws covering the sale of firearms should be made more strict.	.078	132
B4. The Internet provides me with lots of information I need.	368	.083
B12. The U.S. healthcare system today is in a state of crisis.	233	164
B11. The problem of drugs in the United States is extremely serious.	115	127
B9. Marriages between same-sex couples should be recognized by the law	.038	.241
as valid, with the same rights as traditional marriages.		
B7. All human cloning should be banned.	.355	083
B6. Abortion should remain legal.	.418	.262
B8. I favor the death penalty for a person convicted of murder.	103	.307
B19. How worried are you that you or someone in your family will become a	334	.309
victim of terrorism?		
B5. I like finding unexpected linkages on the Internet.	513	.152
B2. I believe that O.J. Simpson is innocent of murder.	.345	.472
B20. In general, do you think there is too much or too little government	214	.418
regulation of business and industry?		

Extraction Method: Principal Component Analysis. a. 6 components extracted.

#### **Rotated Component Matrix**<sup>a</sup>

		Comp	onent	
	1	2	3	4
B18. Hispanics?	.861	084	.012	075
B14. How about Blacks?	.848	026	092	284
B17. How about immigrants?	.794	137	027	.025
B16. How satisfied are you with the way Arabs are treated?	.794	040	068	.026
B15. Asians?	.790	081	047	066
B13. How satisfied are you with the way women are treated?	.740	055	058	084
B10. The laws covering the sale of firearms should be made more strict.	076	.732	.212	.048
B11. The problem of drugs in the United States is extremely serious.	.009	.660	281	.120
B12. The U.S. healthcare system today is in a state of crisis.	203	.574	.019	.010
B20. In general, do you think there is too much or too little government	.168	548	204	.050
regulation of business and industry?				
B1. Barack Obama is doing a good job as president.	162	.411	.312	.381
B9. Marriages between same-sex couples should be recognized by the	101	.040	.787	147
law as valid, with the same rights as traditional marriages.				
B6. Abortion should remain legal.	027	.113	.745	.151
B2. I believe that O.J. Simpson is innocent of murder.	082	065	024	.791
B3. Affirmative action is still necessary to help minorities and other	303	.183	.059	.627
groups.				
B7. All human cloning should be banned.	.092	.323	336	.413
B5. I like finding unexpected linkages on the Internet.	.002	012	.060	007
B4. The Internet provides me with lots of information I need.	.137	.184	059	.136
B19. How worried are you that you or someone in your family will	117	.204	047	.024
become a victim of terrorism?				
B8. I favor the death penalty for a person convicted of murder.	.307	048	.121	141

## **Rotated Component Matrix**<sup>a</sup>

	Comp	onent
	5	6
B18. Hispanics?	.033	.016
B14. How about Blacks?	.038	.020
B17. How about immigrants?	.026	.252
B16. How satisfied are you with the way Arabs are treated?	026	.216
B15. Asians?	.119	121
B13. How satisfied are you with the way women are treated?	094	088
B10. The laws covering the sale of firearms should be made more strict.	.000	.110
B11. The problem of drugs in the United States is extremely serious.	.012	.310
B12. The U.S. healthcare system today is in a state of crisis.	.359	008
B20. In general, do you think there is too much or too little government	.000	.418
regulation of business and industry?		
B1. Barack Obama is doing a good job as president.	.171	336
B9. Marriages between same-sex couples should be recognized by the	.141	.042
law as valid, with the same rights as traditional marriages.		
B6. Abortion should remain legal.	139	054
B2. I believe that O.J. Simpson is innocent of murder.	.002	002
B3. Affirmative action is still necessary to help minorities and other	.229	053
groups.		
B7. All human cloning should be banned.	315	012
B5. I like finding unexpected linkages on the Internet.	.786	019
B4. The Internet provides me with lots of information I need.	.693	036
B19. How worried are you that you or someone in your family will	.069	.668
become a victim of terrorism?		
B8. I favor the death penalty for a person convicted of murder.	172	.616

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 9 iterations.

#### **Component Transformation Matrix**

Component	1	2	3	4	5	6
1	.895	296	156	239	080	.153
2	.382	.739	.110	.304	.450	.013
3	067	.188	770	.361	317	.370
4	051	.396	.374	405	442	.584
5	.213	.071	.304	.474	681	411
6	.000	411	.372	.575	.178	.574

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

## **Component Score Coefficient Matrix**

	Component			
	1	2	3	4
B1. Barack Obama is doing a good job as president.	.059	.145	.163	.203
B2. I believe that O.J. Simpson is innocent of murder.	.045	169	.045	.600
B3. Affirmative action is still necessary to help minorities and other groups.	011	042	.042	.411
B4. The Internet provides me with lots of information I need.	.046	.023	072	.057
B5. I like finding unexpected linkages on the Internet.	014	096	003	025
B6. Abortion should remain legal.	.067	.010	.506	.153
B7. All human cloning should be banned.	.073	.184	193	.252
B8. I favor the death penalty for a person convicted of murder.	.033	006	.159	013
B9. Marriages between same-sex couples should be recognized by the law as	.002	028	.505	067
valid, with the same rights as traditional marriages.				
B10. The laws covering the sale of firearms should be made more strict.	.038	.391	.105	064
B11. The problem of drugs in the United States is extremely serious.	.018	.363	192	015
B12. The U.S. healthcare system today is in a state of crisis.	023	.276	055	114
B13. How satisfied are you with the way women are treated?	.198	.051	001	.006
B14. How about Blacks?	.198	.088	031	140
B15. Asians?	.211	.013	001	.021
B16. How satisfied are you with the way Arabs are treated?	.199	.022	.028	.110
B17. How about immigrants?	.191	044	.063	.129
B18. Hispanics?	.224	.017	.059	.037
B19. How worried are you that you or someone in your family will become a	072	.066	.010	.015
victim of terrorism?				
B20. In general, do you think there is too much or too little government	030	323	049	.154
regulation of business and industry?				

## Component Score Coefficient Matrix

	Component	
	5	6
B1. Barack Obama is doing a good job as president.	.026	207
B2. I believe that O.J. Simpson is innocent of murder.	014	.061
B3. Affirmative action is still necessary to help minorities and other groups.	.120	.037
B4. The Internet provides me with lots of information I need.	.460	.005
B5. I like finding unexpected linkages on the Internet.	.550	.047
B6. Abortion should remain legal.	157	.023
B7. All human cloning should be banned.	256	059
B8. I favor the death penalty for a person convicted of murder.	080	.456
B9. Marriages between same-sex couples should be recognized by the law as	.063	.113
valid, with the same rights as traditional marriages.		
B10. The laws covering the sale of firearms should be made more strict.	084	.077
B11. The problem of drugs in the United States is extremely serious.	032	.193
B12. The U.S. healthcare system today is in a state of crisis.	.191	.008
B13. How satisfied are you with the way women are treated?	077	141
B14. How about Blacks?	.026	073
B15. Asians?	.071	152
B16. How satisfied are you with the way Arabs are treated?	013	.106
B17. How about immigrants?	.034	.147

B18. Hispanics?	.016	050
B19. How worried are you that you or someone in your family will become a	.079	.529
victim of terrorism? B20. In general, do you think there is too much or too little government regulation of business and industry?	.097	.332

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Component Scores.

Component Score Covariance Matrix								
Component	1	2	3	4	5	6		
1	1.000	.000	.000	.000	.000	.000		
2	.000	1.000	.000	.000	.000	.000		
3	.000	.000	1.000	.000	.000	.000		
4	.000	.000	.000	1.000	.000	.000		
5	.000	.000	.000	.000	1.000	.000		
6	.000	.000	.000	.000	.000	1.000		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

# **IV. TABLING RESULTS**

Table 1. Principal Components Factor Analysis of Public Opinion Measures (Orthogonal Rotation).

	1: Treatment of Marginalized Groups	2: [Political] Reform & Intervention	Factor Loa 3: Sexual Freedoms	adings 4: Still Issues for African Americans	5: Internet	6: Fear	Commu- nalities
B18. Hispanics?	.861	084	.012	075	.033	.016	.755
B14. How about Blacks?	.848	026	092	284	.038	.020	.811
B17. How about immigrants?	.794	137	027	.025	.026	.252	.715
B16. How satisfied are you with the way Arabs are treated?	.794	040	068	.026	026	.216	.685
B15. Asians?	.790	081	047	066	.119	121	.667
B13. How satisfied are you with the way women are treated?	.740	055	058	084	094	088	.577
B10. The laws covering the sale of firearms should be made more strict.	076	.732	.212	.048	.000	.110	.601
B11. The problem of drugs in the United States is extremely serious.	.009	.660	281	.120	.012	.310	.626
B12. The U.S. healthcare system today is in a state of crisis.	203	.574	.019	.010	.359	008	.499
B20. In general, do you think there is too much or too little government regulation of business and industry? [higher score = too much]	.168	548	204	.050	.000	.418	.547
B1. Barack Obama is doing a good job as president.	162	.411	.312	.381	.171	336	.579
B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages.	101	.040	.787	147	.141	.042	.675
B6. Abortion should remain legal.	027	.113	.745	.151	139	054	.614
B2. I believe that O.J. Simpson is innocent of murder.	082	065	024	.791	.002	002	.638
B3. Affirmative action is still necessary to help minorities and other groups.	303	.183	.059	.627	.229	053	.576
B7. All human cloning should be banned.	.092	.323	336	.413	315	012	.495
B5. I like finding unexpected linkages on the Internet.	.002	012	.060	007	.786	019	.622
B4. The Internet provides me with lots of information I need.	.137	.184	059	.136	.693	036	.556
B19. How worried are you that you or someone in your family will become a victim of terrorism?	117	.204	047	.024	.069	.668	.509
B8. I favor the death penalty for a person convicted of murder.	.307	048	.121	141	172	.616	.540
Eigenvalue Percent of Total Variance Percent of Common Variance	4.238 21.190% 34.5%		1.599 7.994% 13.0%	7.679%	1.508 7.539% 12.3%	1.364 6.818% 11.1%	[12.286] 61.43% 100.0%

KMO measure of sampling adequacy = .796 Bartlett's test of sphericity: approx. chi-square = 1568.335, df = 190, p < .001, n = 252

## V. WRITEUP OF RESULTS

#### Factor Analysis Writeup

A set of 20 public opinion measures were submitted to an exploratory factor analysis, with principal components factoring, orthogonal rotation and an extraction cutoff of eigenvalue = 1.0 (i.e., using the latent root criterion). The measure of sampling adequacy (MSA) was .796 (i.e., "middling" according to Kaiser, just shy of "meritorious"; see Hair et al.) and the Bartlett's test of sphericity resulted in a highly significant chi-square (1568.335, *p* < .001), indicating the appropriateness of factor analysis for this set of 20 items. Communalities ranged from a low of .495 to a high of .755, indicating a moderate amount of shared variance for all items.

The analysis resulted in six factors with eigenvalues ranging from 4.238 (21.190% of total variance) to 1.364 (6.818% of total variance). The full six-factor solution explained 61.43% of the total variance of the pool of 20 items. The six factors were given labels based on those items loading highly and cleanly on each factor. Factor 1 was titled "Treatment of Marginalized Groups" due to high loadings by all six items that measured perceived positive treatment of various groups in society that have historically been marginalized (i.e., Hispanics, Blacks, immigrants, Arabs, Asians, women). Factor 2, "[Political] Reform and Intervention," was given that label because of high loadings by items measuring support for gun control, perceptions of the seriousness of drug problems in the U.S., perceiving a crisis in the healthcare system, perceptions of too much government regulation (a negative loading), and the opinion that Obama is doing a good job as President. Factor 3 was called "Sexual Freedoms" due to its dependence on items measuring support of same-sex marriage and abortion. Factor 4 was a "Still Issues for African Americans" factor—its high-loadings by perceiving O.J. Simpson innocent of murder and perceiving a need for continued Affirmation Action are joined by an unexpected primary loading by support for a ban on human cloning. Factor 5 was labeled "Internet" because it represents two positive perceptions of the Internet. Finally, Factor 6, "Fear," seems to represent a general fear of crime and terrorism, with two main loadings by worry over being a victim of terrorism and support for capital punishment.

Given an *n* of 252, any factor loading of at least .35 may be considered significant (see Hair et al.). On that basis, only one item, B1, "Barack Obama is doing a good job as president," was shown to have cross-loading: A loading of .411 on Factor 2, and a loading of .381 on Factor 4. This may indicate that respondents reacted to this question in at least two distinctly different ways (i.e., with regard to political "Reform and Intervention," and with regard to "Still Issues for African Americans").