Multidimensional Scaling (MDS) Presentation

Spring 2011

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Reality Television Pawn Stars Jon & Kate +8 A&E Biography Unsolved Mysteries Intervention Queer Eye for the Straight Guy Judge Judy Celebrity Rehab Jersey Shore Punk'd Survivor American Idol 1.) Create a survey to obtain the necessary data for conducting MDS. Here is the survey we used in our project. Note that it includes both paired-comparison distances between the concepts (shows) (to measure perceived differences without telling respondents what attributes they need to use to make the comparisons) and selected attributes of the concepts (shows).

For each of the following questions, please rate how similar you feel one show is with another. *The rating should be done on a 0 to 100 scale*. Small values indicate that the programs are very close while large values represent dissimilarity. "0" represents an answer option of "the shows are identical" and "100" represents an answer option of "the shows are maximally different".

In your opinion, how far apart are:

Jon and Kate +8 and Queer Eye for the Straight Guy?
Jon and Kate +8 and Judge Judy?
Jon and Kate +8 and Celebrity Rehab?
Jon and Kate +8 and Jersey Shore?
Jon and Kate +8 and Punk'd?
Jon and Kate +8 and Survivor?
Jon and Kate +8 and American Idol?
A&E Biography and Unsolved Mysteries?
A&E Biography and Intervention?
A&E Biography and Queer Eye for the Straight Guy?
A&E Biography and Judge Judy?
A&E Biography and Celebrity Rehab?
A&E Biography and Jersey Shore?
A&E Biography and Punk'd?
A&E Biography and Survivor?
A&E Biography and American Idol?
Unsolved Mysteries and Intervention?
Unsolved Mysteries and Queer Eye for the Straight Guy?
Unsolved Mysteries and Judge Judy?
Unsolved Mysteries and Celebrity Rehab?
Unsolved Mysteries and Jersey Shore?
Unsolved Mysteries and Punk'd?
Unsolved Mysteries and Survivor?

Unsolved Mysteries and American Idol? Intervention and Queer Eye for the Straight Guy? Intervention and Judge Judy? Intervention and Celebrity Rehab? Intervention and Jersey Shore? Intervention and Punk'd? Intervention and Survivor? Intervention and American Idol? Queer Eye for the Straight Guy and Judge Judy? Queer Eye for the Straight Guy and Celebrity Rehab? Queer Eye for the Straight Guy and Jersey Shore? Queer Eye for the Straight Guy and Punk'd? Queer Eye for the Straight Guy and Survivor? Queer Eye for the Straight Guy and American Idol? Judge Judy and Celebrity Rehab? Judge Judy and Jersey Shore? Judge Judy and Punk'd? Judge Judy and Survivor? Judge Judy and American Idol? Celebrity Rehab and Jersey Shore? Celebrity Rehab and Punk'd? Celebrity Rehab and Survivor? Celebrity Rehab and American Idol?

Jersey Shore and Punk'd?	
Jersey Shore and Survivor?	
Jersey Shore and American Idol?	
Dunk'd and Survivor?	
Punk'd and American Idol?	
Survivor and American Idol?	

For each of the following shows, circle the number that best reflects how you feel about the program on the dimensions of dislike/like, fiction/reality, intelligent/stupid, and informative/uninformative.

Pawn Stars

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
Ion and Kate \perp	8											

Jon and Kate + 8

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
A & E Diagraph	•••											

<u>A&E Biography</u>

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	თ	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
I.I., and I.I. Marred	•	_										

Unsolved Mysteries

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
Intervention												

Intervention

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
American Idol												
Dislike	0	1	2	3	4	5	6	7	8	9	10	Like

Survivor

Intelligent

Informative

Informative Uninformative Punk'd Like Dislike Fiction Reality

 Stupid

Uninformative

Jersey Shore Dislike Like Fiction Reality Intelligent Stupid

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
Jersev Shore												

Celebrity Rehab

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	З	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
<u> </u>												

Judge Judy

Dislike	0	1	2	3	4	5	6	7	8	9	10	Like
Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	З	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative
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Queer Eye for the Straight Guy

Fiction	0	1	2	3	4	5	6	7	8	9	10	Reality
Intelligent	0	1	2	3	4	5	6	7	8	9	10	Stupid
Informative	0	1	2	3	4	5	6	7	8	9	10	Uninformative

Are you male or female?

____MALE ____FEMALE

About how many hours did you spend watching TV yesterday, including online viewing?

____HOURS

2.) Input your data into SPSS.

>Create names and labels in Variable View. >Input your collected responses in *Data View*.

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0	A10	Numeric	8	0	A19 Jon and	None	None	8	E Right	/ Scale	Innut		
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3.) Run Descriptives for the group.

> Go to Analyze \rightarrow Descriptive Statistics \rightarrow Descriptives

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7	7		Neural Networks	• 70	50	70	70	85	50	50	89	95	70	50	50	40	40	
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> Place all the variables of interest into the Variable(s) column.
 > Click Options and make sure that Mean, Std. Deviation,
 Minimum, and Maximum are checked (These should be SPSS defaults).

- > Click *Continue* to close the *Options* box.
- > Nothing was done with the *Bootstrapping* tab.
- > Click *OK* to run Descriptives

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	Desc	riptive Statis	tics								
	N	Minimum	Maximum	Mean	Std. Deviation						
A1. Pawn Stars 6 Jon and Kate	ů	-25	100	/5.62	25.972						
A2. Fawn Stars & A&E Biography		40	100	65.00	21.547						
A3. Pawn Stars 8. Unsolved Mysteries	8	50	100	75.63	16.570						
A4. Pawn Stars 6.	1.1	20	100	60.75	27.354						
AS, Pawn Blars & Queer	1.1	30	100	88.75	24.012						
A6. Pawn Stars & Judge	0	60	100	83.75	15.059						
AJ, Pawn Stars & Celeb		50	100	77.50	18.127						
A8. Pawn Stars & Jensey		20	100	7313	28.276						
Shore		- 10	100		76.076						
A10. Pawn Stars &	1.1	40	100	71.50	22.444						
All. Pawn Stars &		40	100	82.00	19.412						
American Idol A12 Jon and Kate & A&F			100	80.63	13.958						
Biography											
Unsafred Mysteries			100	14.17	17.325						
A14. Jon and Kate & Intervention	8	15	. 90	71.52	26.568						
A15. Jon and Kate & Gueer Eye	1	20	100	\$1.00	26.635						
A16. Jon and Kate 8. Judge Judy	1.1	40	100	59.38	22.430						
A17. Jon and Kate & Celeb Rebait		10	90	45.00	24.495						
A18. Jon and Kate &	1.	0	50	19.88	28.074						
A19. Jon and Kate &	1.	25	100	61.88	26,051						
A20. Jon and Kate &		10	105	57.50	28.661						
Sunivor A21, Jon and Kate &		10	100	71.50	22.985						
American Idol A72 ALE Electracity &		10	75	31.26	26.288						
Unsolved Mysteries	1 1										
Intervention		10	95	64:50	29.041						
Queer Eye	1	0	100	74.38	32.998						
A25 ALE Elography & Judge Judy		20	100	64.88	30.521						
A26 ASE Biography 5 Celeb Rehab	1.1	20	100	75.63	28.620						
A27, A&E Biography & Jersey Shore		80	100	94.00	7.473						
A28. ALE Elography &	8	48	100	87.25	21.056						

	De	scriptive Statis	stics		
	N	Minimum	Maximum	Mean	Std. Deviation
A1. Pawn Stars & Jon and Kate	8	25	100	75.62	25.972
A2. Pawn Stars & A&E	8	40	100	65.00	21.547
Biography					
A3. Pawn Stars & Unsolved	8	50	100	75.63	16.570
Mysteries					
A4. Pawn Stars & Intervention	8	20	100	68.75	27.354
A5. Pawn Stars & Queer Eye	8	30	100	68.75	24.312
A6. Pawn Stars & Judge Judy	8	60	100	83.75	15.059
A7. Pawn Stars & Celeb Rehab	8	50	100	77.50	18.127
A8. Pawn Stars & Jersey Shore	8	20	100	73.13	28.276
A9. Pawn Stars & Punk'd	8	20	100	71.25	26.826
A10. Pawn Stars & Survivor	8	40	100	71.50	22.444
A11. Pawn Stars & American	8	40	100	82.00	19.413
Idol					
A12. Jon and Kate & A&E	8	0	100	80.63	33.958
Biography					
A13. Jon and Kate & Unsolved	8	50	100	82.13	17.125
Mysteries					
A14. Jon and Kate &	8	15	90	71.13	26.568
Intervention					
A15. Jon and Kate & Queer Eye	8	20	100	51.00	26.635
A16. Jon and Kate & Judge	8	40	100	59.38	22.430
Judy					
A17. Jon and Kate & Celeb	8	10	90	45.00	24.495
Rehab					
A18. Jon and Kate & Jersey	8	0	50	19.88	20.074
Shore					
A19. Jon and Kate & Punk'd	8	25	100	61.88	26.851
A20. Jon and Kate & Survivor	8	10	100	57.50	28.661
A21. Jon and Kate & American	8	10	100	71.50	32.985
Idol					
A22. A&E Biography &	8	10	75	31.25	26.288
Unsolved Mysteries					
A23. A&E Biography &	8	10	95	62.50	29.641
Intervention					
A24. A&E Biography & Queer	8	0	100	74.38	32.998
Eye					

A25. A&E Biography & Judge	8	20	100	64.88	30.521
Judy					
A26. A&E Biography & Celeb	8	20	100	75.63	28.620
Rehab					
A27. A&E Biography & Jersey	8	80	100	94.88	7.473
Shore					
A28. A&E Biography & Punk'd	8	48	100	87.25	21.056
A29. A&E Biography & Survivor	8	40	100	84.13	21.490
A30. A&E Biography &	8	30	100	84.25	23.729
American Idol					
A31. Unsolved Mysteries &	8	20	100	68.25	31.851
Intervention					
A32. Unsolved Mysteries &	9	57	100	83.89	14.819
Queer Eye					
A33. Unsolved Mysteries &	9	15	80	43.11	28.664
Judge Judy					
A34. Unsolved Mysteries &	9	39	100	74.33	17.826
Celeb Rehab					
A35. Unsolved Mysteries &	9	33	100	85.89	21.642
Jersey Shore					
A36. Unsolved Mysteries &	9	49	100	81.89	17.546
Punk'd					
A37. Unsolved Mysteries &	9	41	100	78.78	18.123
Survivor					
A38. Unsolved Mysteries &	9	30	100	74.44	22.837
American Idol					
A39. Intervention & Queer Eye	8	10	100	52.13	34.824
A40. Intervention & Judge Judy	8	10	90	54.88	33.596
A41. Intervention & Celeb	8	0	90	18.63	30.486
Rehab					
A42. Intervention & Jersey	8	0	90	53.00	34.916
Shore					
A43. Intervention & Punk'd	8	20	100	63.50	31.250
A44. Intervention & Survivor	8	48	100	77.75	18.164
A45. Intervention & American	8	35	100	78.25	23.639
Idol					
A46. Queer Eye & Judge Judy	9	20	100	71.11	27.926
A47. Queer Eye & Celeb Rehab	9	10	100	49.56	29.207
A48. Queer Eye & Jersey Shore	9	10	80	38.78	26.523
A49. Queer Eye & Punk'd	9	11	100	46.00	29.887

	-				
A50. Queer Eye & Survivor	9	5	100	62.00	30.615
A51. Queer Eye & American	9	6	90	44.11	27.122
Idol					
A52. Judge Judy & Celeb	9	15	90	52.56	26.740
Rehab					
A53. Judge Judy & Jersey	9	20	100	66.22	31.019
Shore					
A54. Judge Judy & Punk'd	9	39	100	71.00	22.085
A55. Judge Judy & Survivor	9	40	100	74.44	20.983
A56. Judge Judy & American	9	30	100	71.00	20.875
Idol					
A57. Celeb Rehab & Jersey	9	0	80	33.89	29.768
Shore					
A58. Celeb Rehab & Punk'd	9	10	100	45.67	30.012
A59. Celeb Rehab & Survivor	9	20	100	56.22	26.631
A60. Celeb Rehab & American	9	20	90	57.11	26.784
Idol					
A61. Jersey Shore & Punk'd	9	10	100	35.22	29.184
A62. Jersey Shore & Survivor	9	15	100	58.78	26.253
A63. Jersey Shore & American	9	10	100	54.11	27.182
Idol					
A64. Punk'd & Survivor	9	10	100	54.89	31.664
A65. Punk'd & American Idol	9	10	100	54.22	30.626
A66. Survivor & American Idol	9	3	100	35.89	34.400
Valid N (listwise)	8				

4.) Create a Means Matrix in a new data set in SPSS.

NOTE The numbers from the descriptives' output show the means which represent mean distances/differences between the programs. For example, the mean distance between Pawn Stars and Jon & Kate +8 is 75.62.

All Delta D	Matrix for MDS.	75.sav (Da	ataSet3]	- IBM SP	SS Statistic	s Data Editor	Add.one Mind	our Main									
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> In the *Variable View*, input your variable names.

> In the *Data View*, input the corresponding means. > The rows do not have show names. However, just correspond the numbers with the columns. For example, 1 is Pawn Stars, 2 is Jon & Kate, etc.

NOTE You must mirror the mean matrix to create a square symmetrical design for running data.

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ł	Pannisiars	26.62	AE010	Tre da	intervention	coueereye	000gejudy	77 64	Jerseyshore	PUNK0	301VIV0E	Americani #2.00		200	. 4(1)		20	VIII	400
ŀ	75.62	15.02	80.63	82.13	71.13	51.00	89.38	45.00	10.88	61.88	57.50	71.50							
ŀ	65.00	80.63	00.00	31.25	62.50	74.38	64.88	75.63	94.88	87.25	84 13	84.25							
t	75.63	82.13	31 25	.00	68.25	83.89	43.11	74 33	85.89	81.89	78 78	74.44							
	68.75	71.13	62.50	68.25	.00	52.13	54.88	18.63	53.00	63.50	77.75	78.25							
	68.75	51.00	74.38	83.89	52.13	.00	71.11	49.56	38.78	46.00	62.00	44.11							
	83.75	89.38	64.88	43.11	54.88	71.11	.00	52.56	66.22	71.00	74.44	71.00							
	77.50	45.00	75.63	74.33	18.63	49.56	52.56	.00	33.89	45.67	56.22	57.11							
	73.13	19.88	94.88	85.89	53.00	38.78	66.22	33.85	.00	35.22	58.78	54.11							
	71.25	61.88	87.25	81.89	63.50	46.00	71.00	45.67	35.22	.00	54.89	54.22							
	71.50	57.50	84.13	78.78	77.75	62.00	74.44	56.22	58.78	54.89	.00	35.89							
	82.00	71.50	84.25	74.44	78.25	44.11	71.00	57.11	54.11	54.22	35,89	.00							
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5.) Run MDS function using either SPSS ALSCAL or Galileo. SPSS ALSCAL was used for this presentation.

> Go to Analyze → Scale → Multidimensional Scaling (ALSCAL)



> Move your variables over to the *Variables box*.

> Click *Model*.

> Under Level of Measurement click Ratio.

> Under *Conditionality* click *Matrix*.

> Under *Dimensions* enter your *Min* and *Max*. (We did 2 min and 5 max for this presentation.)

> Under Scaling Model click Euclidean Distance.

> Click *Continue* to close the *Model* box.



> Click Options
 > Under Display click Group plots, Individual subject pools,
 Data matrix, and Model and options summary.
 > Under criteria make sure the S-stress convergence is 0.001,

the *Minimum S-stress value* is .005, and the *maximum iterations* is 30. (All of these should be SPSS default)

> We left the default of 0 for *Treating distances less than 0* missing.

> Click *Continue* to close the *Options* box.

> Under Distances make sure Data are distances is clicked and that the Shape is Square Symmetric > Click OK to run MDS ALSCAL



ALSCAL

VARIABLES=Pawnstars Jonkate AEbio Mysteries Intervention Queereye Judgejudy Celebrehab
Jerseyshore Punkd Survivor Americanidol
 /SHAPE=SYMMETRIC
 /LEVEL=RATIO
 /CONDITION=MATRIX
 /MODEL=EUCLID
 /CRITERIA=CONVERGE(0.001) STRESSMIN(0.005) ITER(30) CUTOFF(0) DIMENS(2,5)
 /PLOT=DEFAULT ALL
 /PRINT=DATA HEADER.

Alscal

[DataSet3] C:\Documents and Settings\Mike Kurtz\Desktop\Homework\Cleveland State\Com 631\MDS Project\Mean Matrix for MDS.sav

Alscal Procedure Options

Data Options-

Number of Rows (Observations/ Number of Columns (Variables) Number of Matrices Measurement Level Data Matrix Shape Type Approach to Ties Conditionality Data Cutoff at	/Matrix)) 	<pre>. 12 . 12 . 1 . Ratio . Symmetric . Dissimilarity . Leave Tied . Matrix 000000</pre>
Model Options-		
Model	· · · · · ·	. Euclid . 5 . 2 . Not Permitted
Output Options-		
Job Option Header Data Matrices Configurations and Transforma Output Dataset Initial Stimulus Coordinates	 ations 	 Printed Printed Plotted Not Created Computed
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Maximum Iterations Convergence Criterion Minimum S-stress Missing Data Estimated by .	· · · · · ·	. 30 00100 00500 . Ulbounds

		1	2	3	4	5	6	7
8	9	10						
	1	000						
	2	75 620	000					
	2	65 000	80 630	000				
	4	75.630	82.130	31,250	.000			
	5	68.750	71.130	62.500	68.250	.000		
	6	68.750	51.000	74.380	83.890	52.130	.000	
	7	83.750	89.380	64.880	43.110	54.880	71.110	
.000								
	8	77.500	45.000	75.630	74.330	18.630	49.560	
52.560	.000							
	9	73.130	19.880	94.880	85.890	53.000	38.780	
66.220	33.890	.000						
	10	71.250	61.880	87.250	81.890	63.500	46.000	
71.000	45.670	35.220	.000					
	11	71.500	57.500	84.130	78.780	77.750	62.000	
74.440	56.220	58.780	54.890					
	12	82.000	71.500	84.250	74.440	78.250	44.110	
71.000	57.110	54.110	54.220					
			1.0					
		ΤΤ	12					
	11	.000						
	12	35.890	.000					

Raw (unscaled) Data for Subject 1

Iteration history for the 5 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
1	.10986	
2	.08802	.02184
3	.08569	.00232
4	.08562	.00008

Iterations stopped because S-stress improvement is less than .001000

distances Stress and squared correlation (RSQ) in distances RSQ values are the proportion of variance of the scaled data (disparities) in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. Stress values are Kruskal's stress formula 1.

For matrix Stress = .06264 RSQ = .94034

Configuration derived in 5 dimensions

Stimulus Coordinates

Dimension

Stimulus Number	s Stim Na	ulus me	1	2	3	4	5	
1	Pawn	star	.7343	1.8192	-1.5288	1.0243	.5306	
2	Jonk	ate -1	.3158	.3876	9153	-1.6305	.1170	
- 3	AEbi	0 2	.5452	.6550	- 4099	5250	7283	
4	Mvet	erie ?	4579	1047	7353	- 6559	3161	
т Б	Tnto	ruon 2		• 1 0 1 7 0	-1 1609	2001	- 3400	
5	2000	TVEII		-1.744/0	-1.1003	. 3444	3433	
6	Quee	reye -	.9/50	.0646	2/82	.4047	-1.4300	
7	Judg	rejud 1	.4589 -	1.4622	1.0350	.4049	.4898	
8	Cele	breh -	.6289 -	1.2584	2565	3519	.1393	
9	Jers	eysh -1	.6528	5997	4094	1873	.3085	
10	Punk	:d -1	.2860	1289	.1287	1.2899	.6339	
11	Surv	vivor -	.9786	1.2414	1.2802	3545	.7369	
12	Amer	ican -	.8926	.6245	1.7798	.2590	7572	
1				Optimal	ly scaled d	ata (dispar:	ities) for su	bject
0	0	1	2	3	4	5	6	7
8	9	ΤU						
	1	.000						
	2	3.768	.000					
	3	3.239	4.018	.000				
	4	3.769	4.093	1.557	.000			
	5	3.426	3.545	3.115	3.401	.000	000	
	6 7	3.426 4 174	2.542	3.707	4.181 2 1/0	2.598	.000	
.000	/	4.1/4	4.454	3.235	2.140	2.755	3.544	
	8	3.862	2.243	3.769	3.704	.928	2.470	
2.619	.000							
	9	3.644	.991	4.728	4.280	2.641	1.933	
3.300	1.689	.000					0.005	
2 520	10	3.551	3.084	4.348	4.081	3.164	2.292	
3.338	2.2/0 11	1./55 3 563	2 865	4 102	2 976	2 275	3 090	
3.710	2.802	2.929	2.735	1.193	5.920	5.075	5.090	
	12	4.086	3.563	4.199	3.710	3.900	2.198	
3.538	2.846	2.697	2.702					
		11	12					
	11	.000						
	12	1.789	.000					

Iteration history for the 4 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
1	.15458	
2	.12840	.02617
3	.12488	.00352
4	.12443	.00044

Iterations stopped because S-stress improvement is less than .001000

22

distances

1

Stress and squared correlation (RSQ) in

RSQ values are the proportion of variance of the scaled data (disparities) in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. Stress values are Kruskal's stress formula 1.

For matrix Stress = .09475 RSQ = .88487

Configuration derived in 4 dimensions

Stimulus Coordinates

Dimension

Stimulus Number	Stimulus Name	1	2	3	4
1 2 3 4 5	Pawnstar Jonkate AEbio Mysterie Interven	.7271 -1.2031 2.3699 2.2128 .5132	1.7472 .3203 .5732 .0734 -1.3428	-1.3844 7722 3981 .7557 -1.0593	.7537 -1.5201 4876 5809 .1503
6	Queereye	9839	.0307	6193	.8658
7	Judgejud	1.3307	-1.3426	.9866	.3661
8	Celebreh	5598	-1.1301	1885	4382
9	Jerseysh	-1.4988	5547	3540	2498
10	Punkd	-1.1674	1346	.1467	1.2371
11	Survivor	9096	1.1631	1.2281	4648
12	American	8310	.5969	1.6587	.3686

Optimally scaled data (disparities) for subject

		1	2	3	4	5	6	7
8	9	10						
	1	.000						
	2	3.389	.000					
	3	2.913	3.614	.000				
	4	3.390	3.681	1.401	.000			
	5	3.081	3.188	2.801	3.059	.000		
	б	3.081	2.286	3.334	3.760	2.337	.000	
	7	3.754	4.006	2.908	1.932	2.460	3.187	
.000								
	8	3.474	2.017	3.390	3.332	.835	2.221	
2.356	.000							
	9	3.278	.891	4.253	3.850	2.376	1.738	
2.968	1.519	.000						
	10	3.194	2.774	3.911	3.670	2.846	2.062	
3.182	2.047	1.579	.000					
	11	3.205	2.577	3.771	3.531	3.485	2.779	
3.336	2.520	2.635	2.460					
	12	3.675	3.205	3.776	3.336	3.507	1.977	
3.182	2.560	2.425	2.430					
		11	12					
	11	.000						
	12	1.609	.000					

Iteration history for the 3 dimensional solution (in squared distances)

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
1	.21768	
2	.18848	.02920
3	.18791	.00056

Iterations stopped because S-stress improvement is less than .001000

distances

RSQ values are the proportion of variance of the scaled data (disparities) in the partition (row, matrix, or entire data) which is accounted for by their corresponding distances. Stress values are Kruskal's stress formula 1.

Stress and squared correlation (RSQ) in

For matrix .14234 RSQ = .82661 Stress = .14234

Configuration derived in 3 dimensions

Stimulus Coordinates

Dimension

Stimulus Number	Stimulus Name	1	2	3				
1	Pawnstar	.7185	1.2076	1.6091				
2	Jonkate	-1.1322	1.2217	.4634				
3	AEbio	2.1553	.3679	.4099				
4	Mysterie	2.0349	6225	.0853				
5	Interven	.4838	.7998	-1.2867				
6	Queereye	9823	.6233	1158				
7	Judgejud	1.1653	9309	-1.1929				
8	Celebreh	4498	.1393	-1.0625				
9	Jerseysh	-1.3094	.3265	4914				
10	Punkd	-1.2548	5638	1665				
11	Survivor	7189	-1.0843	1.1537				
12	American	7103	-1.4846	.5944				
1				Optimally	scaled data	a (dispariti	es) for sub	ject
T								
		1	2	3	4	5	6	7
8	9	10						
	1	.000						
	2	2.962	.000					
	3	2.546	3.159	.000				
	4	2.963	3.217	1.224	.000			
	5	2.693	2.786	2.448	2.674	.000		
	6	2.693	1.998	2.914	3.286	2.042	.000	
	7	3.281	3.501	2.542	1.689	2.150	2.786	
.000								
	8	3.036	1.763	2.963	2.912	.730	1.941	
2.059	.000							

7

	9	2.865	.779	3.717	3.365	2.076	1.519
2.594	1.328	.000					
	10	2.791	2.424	3.418	3.208	2.488	1.802
2.781	1.789	1.380	.000				
	11	2.801	2.253	3.296	3.086	3.046	2.429
2.916	2.202	2.303	2.150				
	12	3.212	2.801	3.300	2.916	3.065	1.728
2.781	2.237	2.120	2.124				
		11	12				
	11	.000					
	12	1,406	.000				

Young's S-stress formula 1 is used.

Iteration	S-stress	Improvement
1	.36604	
2	.32364	.04240
3	.32052	.00312
4	.31969	.00084

Iterations stopped because S-stress improvement is less than .001000

distances	Stress and squared correlation (RSQ) in
(digportition)	RSQ values are the proportion of variance of the scaled data
(disparicies)	in the partition (row, matrix, or entire data)
which	is accounted for by their corresponding
distances.	Stress values are Kruskal's stress formula 1.

For matrix Stress = .25006 RSQ = .68587

Configuration derived in 2 dimensions

Stimulus Coordinates

Dimension

Stimulus Name	1	2
Pawnstar	.8260	1.5807
Jonkate	-1.3325	.5341
AEbio	1.8472	.3580
Mysterie	1.7788	.0565
Interven	.5317	-1.2013
Queereye	8762	2685
Judge jud	1.1168	-1.1284
Celebreh	3369	9277
Jerseysh	-1.0845	5191
Punkd	9909	5454
Survivor	6650	1.1630
American	8146	.8980
	Stimulus Name Pawnstar Jonkate AEbio Mysterie Interven Queereye Judgejud Celebreh Jerseysh Punkd Survivor American	Stimulus Name 1 Pawnstar .8260 Jonkate -1.3325 AEbio 1.8472 Mysterie 1.7788 Interven .5317 Queereye 8762 Judgejud 1.1168 Celebreh 3369 Jerseysh -1.0845 Punkd 9909 Survivor 6650 American 8146

		1	2	3	4	5	6	
8	9	10						
	1	000						
	2	2.443	.000					
	3	2.100	2.605	.000				
	4	2.444	2.654	1.010	.000			
	5	2.221	2.298	2.019	2.205	.000		
	6	2.221	1.648	2.403	2.711	1.684	.000	
	7	2.706	2.888	2.096	1.393	1.773	2.298	
.000								
	8	2.504	1.454	2.444	2.402	.602	1.601	
1.698	.000							
	9	2.363	.642	3.066	2.775	1.713	1.253	
2.140	1.095	.000						
	10	2.302	1.999	2.819	2.646	2.052	1.486	
2.294	1.476	1.138	.000					
	11	2.310	1.858	2.718	2.546	2.512	2.003	
2.405	1.817	1.899	1.774					
	12	2.650	2.310	2.722	2.405	2.528	1.425	
2.294	1.845	1.748	1.752					
		ΤT	12					
	11	.000						
	12	1.160	.000					

Abbreviated	Extended
Name	Name
American	Americanidol
Celebreh	Celebrehab
Interven	Intervention
Jerseysh	Jerseyshore
Judgejud	Judgejudy
Mysterie	Mysteries
Pawnstar	Pawnstars

Optimally scaled data (disparities) for subject 1

Derived Stimulus Configuration



Euclidean distance model



Scatterplot of Linear Fit

Derived Stimulus Configuration



Euclidean distance model



Scatterplot of Linear Fit

Derived Stimulus Configuration



Euclidean distance model



Scatterplot of Linear Fit



Derived Stimulus Configuration





Interactive Graph

WARNING The following steps needed to be done in a version of SPSS lower than 18. An *Interactive Graph* component could not be found in SPSS 19 by either myself or Dr. Neuendorf and it was not on the PASW 18 in a GA office. If you are using SPSS 18 or 19, you may need a lower version to complete this part of the presentation. It is possible it exists, it could just not be found. SPSS 12 was used to create the interactive graph.

1.) Create another new data set in SPSS.

> Under *Name* in *Variable View* do some organization. Put the name of your variable group on the first line (it was "Shows" for this project).

> Click on *Type* and click "…" to open the *Variable Type* box. Change the type to *String*. This will allow you to input text. Click *OK* to exit the *Variable Type* box.

> Under the cells below your variable group under *Name* type names for your dimensions (*Dim1*, *Dim2*, *Dim3*, *Dim4*, *and Dim5* was used here). You will only need *Dim1*, *Dim2 and Dim3*.

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2.) Input your dimensional data.

> Under *Data View* enter your variable group names and their dimensional coordinates found in the ALSCAL output. (For your convenience, the dimensional output needed in ALSCAL to create this table was placed in a black-bordered box in the ALSCAL output above.)



3.) Graph your dimensions

> Go to Graph → Interactive → Scatterplot. > Click on the box that shows 2-D Coordinate and change it to 3-D Coordinate.

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11	Survivor	9786	1.2414	Sci	atter			3.56	5.44	6.44	5.13			
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> Drag *Dim1* to the *third box* (*X-axis*)

> Drag *Dim 2* to the *first box* (*Y-axis*)

> Drag *Dim 3* to the second box (Z-axis)

> Drag the labeling variable (*Shows* in this presentation) into

the Label Cases By box at the bottom.



> Click on the Spikes tab.> Check Floor.> Click OK







Examine correlations between dimensions and attribute data.

1.) Run descriptives for attribute data to get means.

In the first SPSS data set used in this presentation, some attribute data were collected (dislike/like, fiction/reality, intelligent/stupid, informative/uninformative, and how many times a program has been watched). Using the means from these data, correlations will be looked at between the dimensions and the means of the attribute data.

> Back in our first SPSS data set - go to Analyze → Descriptive Statistics → Descriptives



> Remove the similarity data previously run from the *Variable(s)* box.

> Place all the new attribute variables of interest in the *Variable(s)* box.

> Click Options and make sure that Mean, Std. Deviation, Minimum, and Maximum are checked (These should be SPSS defaults).

- > Click *Continue* to close the *Options* box.
- > Nothing was done with the *Bootstrapping* tab.
- > Click *OK* to run Descriptives.



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	distikelike B1b: Pawn Stars Schorveally		1		6.25	2.915	
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	81d Pawn Stars	1	0		3.50	3.251	
	Bte. How many times Pawn Stars watched		0	20	7.75	8.972	
	B2a Jon & Kate		0		1.25	2.375	
	82b. Jon & Kate Scion/wally	1	1		3.38	3.021	
	82c Jon 6 Kate	1.1	0	10	7.63	3.583	
	82d Jon & Kate	1	1	10	8.25	3.240	
	82e. How many times Jon & Kate watched	1.1	0		1.83	3.015	
	B3a A&E Biography distinction		1	10	7.13	3.091	
	B3b: A&E Biography Scion/reality	8	2	10	8.13	2.642	
	B3r. A&E Biography intelligent/shupid		0		1.30	2,722	
	834. ALE Biography informative/uninformative	1.1	0	10	2.50	4,342	
	83e. How many times ASE Biography watched		0	15	4:50	5.657	
	84a. Unsolved Mysteries distike/like	9	2	10	6.22	2.386	
	B4b. Unsolved Mysteries Scion/reality	9		8	5.33	2,179	
	B4c. Unsolved Mysteries		2	<i>1</i> .	4.78	1.563	
	B4d. Unsolved Mysteries	. 0	2	7	5.00	1.500	
	B4e. How many times Unsolved Mysteries witched		0	947	136.50	329.139	
	BSa Intervention distike/tke		0	5	3.25	1.982	
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	De	escriptive Statis	tics		
	N	Minimum	Maximum	Mean	Std. Deviation
B1a. Pawn Stars dislike/like	8	2	10	7.63	2.973
B1b. Pawn Stars fiction/reality	8	1	9	6.25	2.915
B1c. Pawn Stars intelligent/stupid	8	0	8	4.75	2.765
B1d.Pawn Stars	8	0	9	3.50	3.251
informative/uninformative					
B1e. How many times Pawn Stars	8	0	20	7.75	8.972
watched					
B2a. Jon & Kate dislike/like	8	0	6	1.25	2.375
B2b. Jon & Kate fiction/reality	8	1	9	3.38	3.021
B2c. Jon & Kate intelligent/stupid	8	0	10	7.63	3.583
B2d. Jon & Kate	8	1	10	8.25	3.240
informative/uninformative					
B2e. How many times Jon & Kate	8	0	11	1.63	3.815
watched					
B3a. A&E Biography dislike/like	8	1	10	7.13	3.091
B3b. A&E Biography fiction/reality	8	2	10	8.13	2.642
B3c. A&E Biography	8	0	8	1.38	2.722
intelligent/stupid					
B3d. A&E Biography	8	0	10	2.50	4.342
informative/uninformative					
B3e. How many times A&E	8	0	15	4.50	5.657
Biography watched					
B4a. Unsolved Mysteries dislike/like	9	2	10	6.22	2.386
B4b. Unsolved Mysteries	9	1	8	5.33	2.179
fiction/reality					
B4c. Unsolved Mysteries	9	2	7	4.78	1.563
intelligent/stupid					
B4d. Unsolved Mysteries	9	2	7	5.00	1.500
informative/uninformative					
B4e. How many times Unsolved	8	0	947	136.50	329.139
Mysteries watched					
B5a. Intervention dislike/like	8	0	5	3.25	1.982
B5b. Intervention fiction/reality	8	1	9	5.88	2.949
B5c. Intervention intelligent/stupid	8	4	9	6.00	1.773
B5d. Intervention	8	3	10	5.75	2.188
informative/uninformative					

B5e. How many times Intervention	8	0	2	.75	.886
watched					
B6a. Queer Eye dislike/like	9	0	10	4.89	3.586
B6b. Queer Eye fiction/reality	9	0	8	4.78	2.489
B6c. Queer Eye intelligent/stupid	9	0	8	4.44	3.005
B6d. Queer Eye	9	0	9	4.56	3.283
informative/uninformative					
B6e. How many times Queer Eye	8	0	10	2.38	3.378
watched					
B7a. Judge Judy dislike/like	9	0	10	2.11	3.756
B7b. Judge Judy fiction/reality	9	0	7	2.89	2.315
B7c. Judge Judy intelligent/stupid	9	0	10	5.44	4.157
B7d. Judge Judy	9	0	10	6.78	3.833
informative/uninformative					
B7e. How many times Judge Judy	8	0	20	7.12	8.254
watched					
B8a. Celeb Rehab dislike/like	9	0	4	1.22	1.394
B8b. Celeb Rehab fiction/reality	9	0	10	2.67	3.122
B8c. Celeb Rehab intelligent/stupid	9	0	10	6.78	4.147
B8d. Celeb Rehab	9	0	10	6.44	4.126
informative/uninformative					
B8e. How many times Celeb Rehab	8	0	10	1.63	3.420
watched					
B9a. Jersey Shore dislike/like	9	0	3	.56	1.130
B9b. Jersey Shore fiction/reality	9	0	3	1.00	1.323
B9c. Jersey Shore intelligent/stupid	9	0	10	7.78	4.410
B9d. Jersey Shore	9	0	10	7.11	4.343
informative/uninformative					
B9e. How many times Jersey Shore	8	0	5	1.38	1.685
watched					
B10a. Punk'd dislike/like	9	0	8	4.67	2.784
B10b. Punk'd fiction/reality	9	0	7	4.44	2.789
B10c. Punk'd intelligent/stupid	8	2	10	6.63	3.623
B10d. Punk'd	9	0	10	6.22	4.604
informative/uninformative					
B10e. How many times Punk'd	8	0	10	4.62	3.852
watched					
B11a. Survivor dislike/like	9	0	9	3.44	3.087
B11b. Survivor fiction/reality	9	0	6	3.56	1.944
B11c. Survivor intelligent/stupid	9	1	10	5.44	2.920

B11d. Survivor	9	2	10	6.44	2.877
informative/uninformative					
B11e. How many times Survivor	8	0	32	5.13	10.921
watched					
B12a. American Idol dislike/like	9	0	10	4.67	3.808
B12b. American Idol fiction/reality	9	0	9	5.44	2.698
B12c. American Idol	9	3	10	6.44	2.297
intelligent/stupid					
B12d. American Idol	9	3	10	6.22	2.819
informative/uninformative					
B12e.How many times American	8	0	100	26.37	34.442
Idol watched					
Valid N (listwise)	6				

2.) In the SPSS data used for the *Interactive Graph* enter the attribute data means.

> In *Variable View* under *Name* and your previous data, type in the names of your attributes.

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5	dim4	Numeric	8	4	No	one	None	8	III Right	Unknown	> Input						
6	dim5	Numeric	8	4	N	one	None	8	III Right	Unknown	Input						
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M	steries	2.4579	1047	.7353	6559	3161	6.22	5.33	4.78	5.00	136.50									
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> In *Data View* enter the corresponding means.

> Go to Analyze \rightarrow Correlate \rightarrow Bivariate

		103	Descriptive Statistics		-4 mm	11 · O ·													Visible: 11 4	1 1 1 Maria
	Shows	dim1	Tables + Compare Means +	dim4	dim5	Like	Reality	Stupid	Uninformativ	Watched	VII	No.	VIII	wir	VIII	VIC	NI	Var	110	e s e vana
	Description		General Linear Model	1.0010	6200	7.00	0.05		0	2.26		-	1000	1020	1.02		1.000	1000	1000	
1	Pawnstar		Generalized Linear Models *	1.0243	5300	1.03	0.25	9.75	3.50	1.75										
4	AEbia	-1.3	Miged Models +	-1.6305	7202	7.43	3.38	1.03	8,20	1.03										
3	Musterior	2.0	Corrette	Bivariate	2161	6.22	6.13	4.70	£.00	136.60										
5	Intervention	5	Logiosar	Partial.	3400	3.25	5.88	6.00	5.75	75										
6	Origorava	. 01	Ligginical Victority, I	Distances.	4366	4.80	A 78	4.44	4.58	2.38										
7	ludeeieye	1.44	Classify F	4040	4808	2.11	2.80	5.44	6 78	7.10										
	Celebrobab	1.75	Dimension Reduction	3510	1303	1 22	2.03	6.75	6.44	1.63										
-	Jerseyshore	-1.01	Scale +	- 1873	3085	50	1.00	7.75	7.11	1.38										
0	Punkd	.1.25	tionparametric Tests	1 2899	6339	4 67	4 44	6.63	6.22	4.62										
1	Survivor	. 97	Forecasting +	- 3545	7369	3.44	3.56	5.44	6.44	5.13										
2	Americani	- 85	Survival +	2590	- 7572	4.67	5.44	6.44	6.22	26.37										
			Muttple Response																	
			Missing Value Analysis																	
			Multiple Imputation																	
			Complex Samples +																	
			Quality Control +																	
			ROC Curve																	
-	(4)											-	-		-	-	-		-	1

> Move over your variables of interested into the *Variables* box.



> Click *OK* to run the Bivariate Correlation

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Correlations							
		dim1	dim2	dim3	Like	Reality	
dim1	Pearson Correlation	1	002	010	.572	.611 [*]	
	Sig. (2-tailed)		.994	.976	.052	.035	
	Ν	12	12	12	12	12	
dim2	Pearson Correlation	002	1	.006	.624 [*]	.429	
	Sig. (2-tailed)	.994		.984	.030	.164	
	Ν	12	12	12	12	12	
dim3	Pearson Correlation	010	.006	1	050	164	
	Sig. (2-tailed)	.976	.984		.876	.611	
	Ν	12	12	12	12	12	
Like	Pearson Correlation	.572	.624 [*]	050	1	.871**	
	Sig. (2-tailed)	.052	.030	.876		.000	
	Ν	12	12	12	12	12	
Reality	Pearson Correlation	.611 [*]	.429	164	.871**	1	
	Sig. (2-tailed)	.035	.164	.611	.000		
	Ν	12	12	12	12	12	
Stupid	Pearson Correlation	745**	334	.025	763**	777**	
	Sig. (2-tailed)	.005	.289	.938	.004	.003	
	Ν	12	12	12	12	12	
Uninformative	Pearson Correlation	636 [*]	408	.244	874**	816**	
	Sig. (2-tailed)	.026	.188	.445	.000	.001	
	Ν	12	12	12	12	12	
Watched	Pearson Correlation	.508	.091	.335	.355	.183	
	Sig. (2-tailed)	.092	.779	.287	.257	.569	
	N	12	12	12	12	12	

Correlations									
		Stupid	Uninformative	Watched					
dim1	Pearson Correlation	745**	636*	.508					
	Sig. (2-tailed)	.005	.026	.092					
	Ν	12	12	12					
dim2	Pearson Correlation	334	408	.091					
	Sig. (2-tailed)	.289	.188	.779					
	Ν	12	12	12					
dim3	Pearson Correlation	.025	.244	.335					
	Sig. (2-tailed)	.938	.445	.287					
	Ν	12	12	12					
Like	Pearson Correlation	763**	874**	.355					
	Sig. (2-tailed)	.004	.000	.257					
	Ν	12	12	12					
Reality	Pearson Correlation	777**	816**	.183					
	Sig. (2-tailed)	.003	.001	.569					
	Ν	12	12	12					
Stupid	Pearson Correlation	1	.892**	153					
	Sig. (2-tailed)		.000	.635					
	Ν	12	12	12					
Uninformative	Pearson Correlation	.892**	1	149					
	Sig. (2-tailed)	.000		.643					
	Ν	12	12	12					
Watched	Pearson Correlation	153	149	1					
	Sig. (2-tailed)	.635	.643						
	Ν	12	12	12					

So, what can we conclude about the meaning of Dimensions 1, 2, and 3? Do they reflect any of the attributes we measured?