

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:

Pawn Stars and Jon and Kate +8? _____

Pawn Stars and A&E Biography? _____

Pawn Stars and Unsolved Mysteries? _____

Pawn Stars and Intervention? _____

Pawn Stars and Queer Eye for the Straight Guy? _____

Pawn Stars and Judge Judy? _____

Pawn Stars and Celebrity Rehab? _____

Pawn Stars and Jersey Shore? _____

Pawn Stars and Punk'd? _____

Pawn Stars and Survivor? _____

Pawn Stars and American Idol? _____

Jon and Kate +8 and A&E Biography? _____

Jon and Kate +8 and Unsolved Mysteries? _____

Jon and Kate +8 and Intervention? _____

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? _____

Punk'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

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 Biography

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

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

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

Queer Eye for the Straight Guy

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

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

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

Jersey Shore

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

Punk'd

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

Survivor

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
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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*.

SPSS Data 2 - Analyze this.sav [DataSet2] - IBM SPSS Statistics Data Editor

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1 ID	Numeric	4	0		None	None	8	Right	Scale	Input
2 A1	Numeric	8	0	A1 Pawn Star	None	None	8	Right	Nominal	Input
3 A2	Numeric	8	0	A2 Pawn Star	None	None	8	Right	Nominal	Input
4 A3	Numeric	8	0	A3 Pawn Star	None	None	8	Right	Nominal	Input
5 A4	Numeric	8	0	A4 Pawn Star	None	None	8	Right	Nominal	Input
6 A5	Numeric	8	0	A5 Pawn Star	None	None	8	Right	Scale	Input
7 A6	Numeric	8	0	A6 Pawn Star	None	None	8	Right	Scale	Input
8 A7	Numeric	8	0	A7 Pawn Star	None	None	8	Right	Scale	Input
9 A8	Numeric	8	0	A8 Pawn Star	None	None	8	Right	Scale	Input
10 A9	Numeric	8	0	A9 Pawn Star	None	None	8	Right	Scale	Input
11 A10	Numeric	8	0	A10 Pawn Sta	None	None	8	Right	Scale	Input
12 A11	Numeric	8	0	A11 Pawn Sta	None	None	8	Right	Scale	Input
13 A12	Numeric	8	0	A12 Jon and	None	None	8	Right	Nominal	Input
14 A13	Numeric	8	0	A13 Jon and	None	None	8	Right	Scale	Input
15 A14	Numeric	8	0	A14 Jon and	None	None	8	Right	Scale	Input
16 A15	Numeric	8	0	A15 Jon and	None	None	8	Right	Scale	Input
17 A16	Numeric	8	0	A16 Jon and	None	None	8	Right	Scale	Input
18 A17	Numeric	8	0	A17 Jon and	None	None	8	Right	Scale	Input
19 A18	Numeric	8	0	A18 Jon and	None	None	8	Right	Nominal	Input
20 A19	Numeric	8	0	A19 Jon and	None	None	8	Right	Scale	Input
21 A20	Numeric	8	0	A20 Jon and	None	None	8	Right	Scale	Input
22 A21	Numeric	8	0	A21 Jon and	None	None	8	Right	Scale	Input
23 A22	Numeric	8	0	A22 A&E Elo	None	None	8	Right	Scale	Input
24 A23	Numeric	8	0	A23 A&E Elo	None	None	8	Right	Scale	Input
25 A24	Numeric	8	0	A24 A&E Elo	None	None	8	Right	Nominal	Input
26 A25	Numeric	8	0	A25 A&E Elo	None	None	8	Right	Scale	Input
27 A26	Numeric	8	0	A26 A&E Elo	None	None	8	Right	Scale	Input
28 A27	Numeric	8	0	A27 A&E Elo	None	None	8	Right	Scale	Input
29 A28	Numeric	8	0	A28 A&E Elo	None	None	8	Right	Scale	Input
30 A29	Numeric	8	0	A29 A&E Elo	None	None	8	Right	Scale	Input
31 A30	Numeric	8	0	A30 A&E Elo	None	None	8	Right	Scale	Input
32 A31	Numeric	8	0	A31 Unsolved	None	None	8	Right	Scale	Input
33 A32	Numeric	8	0	A32 Unsolved	None	None	8	Right	Scale	Input
34 A33	Numeric	8	0	A33 Unsolved	None	None	8	Right	Scale	Input
35 A34	Numeric	8	0	A34 Unsolved	None	None	8	Right	Scale	Input
36 A35	Numeric	8	0	A35 Unsolved	None	None	8	Right	Scale	Input
37 A36	Numeric	8	0	A36 Unsolved	None	None	8	Right	Scale	Input

Data View Variable View

Information area

IBM SPSS Statistics Processor is ready

Start MDS Project Adobe Reader ... Document1 - M... Final Question... *Output1 [Docu... Interactive Gra... SPSS Data 2 - ... c5310BMD5abc...

SPSS Data 2 - Analyze this.sav [DataSet2] - IBM SPSS Statistics Data Editor

ID	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18
1	1																	
2	2	75	65	65	45	95	95	90	95	80	90	90	90	90	35	60	50	
3	3	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
4	4	50	50	50	20	50	60	50	20	70	70	80	100	90	80	50	60	50
5	5	100	60	80	100	30	70	100	100	100	40	40	0	50	90	20	40	40
6	6	85	60	85	60	80	95	80	60	85	90	90	95	70	85	80	40	60
7	7	90	40	60	70	50	70	70	85	50	50	89	95	70	50	50	40	40
8	8	80	95	90	70	80	95	65	50	65	82	97	95	97	15	43	85	10
9	9	25	50	75	85	65	85	65	75	20	50	70	70	90	69	30	50	20
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Data View Variable View

IBM SPSS Statistics Processor is ready

Start MDS Project Adobe Reader ... Document1 - M... Final Question... *Output1 [Docu... Interactive Gra... SPSS Data 2 - ... c5310BMD5abc...

3.) Run Descriptives for the group.

> Go to *Analyze* → *Descriptive Statistics* → *Descriptives*

The screenshot shows the SPSS Data Editor interface. The 'Analyze' menu is open, and the path 'Descriptive Statistics' → 'Descriptives' is highlighted. The data table below shows the following values:

	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18
1	95	95	90	95	80	90	90	90	90	90	35	60	50
2	100	100	100	100	100	100	100	100	100	90	100	100	90
3	50	60	50	20	70	70	80	100	90	80	50	60	50
4	30	70	100	100	100	40	40	0	50	90	20	40	40
5	60	80	95	80	60	85	90	90	95	70	85	80	40
6	70	50	70	70	85	50	50	89	95	70	50	50	40
7	70	80	95	65	50	65	82	97	95	97	15	43	85
8	85	65	85	65	75	20	50	70	70	90	69	30	50

- > 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

The screenshot shows the SPSS Data Editor window with a data table and the Descriptives dialog box open. The data table has columns labeled ID, A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, A17, and A18. The Descriptives dialog box is set to include Mean, Std. deviation, Minimum, Maximum, Variance, Range, and S.E. mean. The Options tab is selected, and the Bootstrap checkbox is unchecked. The Continue button is highlighted.

The screenshot shows the SPSS Output Viewer window displaying the results of the Descriptives analysis. The table below shows the descriptive statistics for each variable.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
A1: Pawn Stars & Jon and Kate	8	25	100	75.62	25.972
A2: Pawn Stars & ASE Biography	8	40	100	65.00	21.547
A3: Pawn Stars & Unsolved Mysteries	8	50	100	75.63	16.570
A4: Pawn Stars & Intervention	8	20	100	66.75	27.354
A5: Pawn Stars & Queer Eye	8	30	100	66.75	24.312
A6: Pawn Stars & Judge John	8	80	100	83.75	15.059
A7: Pawn Stars & CBS Reality	8	50	100	77.50	16.127
A8: Pawn Stars & Jersey Shore	8	20	100	73.13	28.276
A9: Pawn Stars & Punk'd	8	20	100	71.25	26.626
A10: Pawn Stars & Survivor	8	40	100	71.50	22.444
A11: Pawn Stars & American Idol	8	40	100	82.00	19.413
A12: Jon and Kate & ASE Biography	8	5	100	80.63	33.959
A13: Jon and Kate & Unsolved Mysteries	8	50	100	82.13	17.125
A14: Jon and Kate & Intervention	8	15	90	71.13	26.569
A15: Jon and Kate & Queer Eye	8	20	100	59.00	26.625
A16: Jon and Kate & Judge John	8	40	100	59.38	22.430
A17: Jon and Kate & CBS Reality	8	10	90	45.00	24.485
A18: Jon and Kate & Jersey Shore	8	0	50	19.88	20.074
A19: Jon and Kate & Punk'd	8	25	100	61.88	26.951
A20: Jon and Kate & Survivor	8	10	100	57.50	26.661
A21: Jon and Kate & American Idol	8	10	100	71.50	32.995
A22: ASE Biography & Unsolved Mysteries	8	10	75	31.25	26.288
A23: ASE Biography & Intervention	8	10	95	62.50	29.641
A24: ASE Biography & Queer Eye	8	0	100	74.38	32.996
A25: ASE Biography & Judge John	8	20	100	64.88	30.521
A26: ASE Biography & CBS Reality	8	20	100	75.63	28.620
A27: ASE Biography & Jersey Shore	8	80	100	84.88	7.473
A28: ASE Biography & Punk'd	8	48	100	87.25	21.056

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
A1. Pawn Stars & Jon and Kate Biography	8	25	100	75.62	25.972
A2. Pawn Stars & A&E Biography	8	40	100	65.00	21.547
A3. Pawn Stars & Unsolved Mysteries	8	50	100	75.63	16.570
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 Idol	8	40	100	82.00	19.413
A12. Jon and Kate & A&E Biography	8	0	100	80.63	33.958
A13. Jon and Kate & Unsolved Mysteries	8	50	100	82.13	17.125
A14. Jon and Kate & Intervention	8	15	90	71.13	26.568
A15. Jon and Kate & Queer Eye	8	20	100	51.00	26.635
A16. Jon and Kate & Judge Judy	8	40	100	59.38	22.430
A17. Jon and Kate & Celeb Rehab	8	10	90	45.00	24.495
A18. Jon and Kate & Jersey Shore	8	0	50	19.88	20.074
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 Idol	8	10	100	71.50	32.985
A22. A&E Biography & Unsolved Mysteries	8	10	75	31.25	26.288
A23. A&E Biography & Intervention	8	10	95	62.50	29.641
A24. A&E Biography & Queer Eye	8	0	100	74.38	32.998

A25. A&E Biography & Judge Judy	8	20	100	64.88	30.521
A26. A&E Biography & Celeb Rehab	8	20	100	75.63	28.620
A27. A&E Biography & Jersey Shore	8	80	100	94.88	7.473
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 & American Idol	8	30	100	84.25	23.729
A31. Unsolved Mysteries & Intervention	8	20	100	68.25	31.851
A32. Unsolved Mysteries & Queer Eye	9	57	100	83.89	14.819
A33. Unsolved Mysteries & Judge Judy	9	15	80	43.11	28.664
A34. Unsolved Mysteries & Celeb Rehab	9	39	100	74.33	17.826
A35. Unsolved Mysteries & Jersey Shore	9	33	100	85.89	21.642
A36. Unsolved Mysteries & Punk'd	9	49	100	81.89	17.546
A37. Unsolved Mysteries & Survivor	9	41	100	78.78	18.123
A38. Unsolved Mysteries & American Idol	9	30	100	74.44	22.837
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 Rehab	8	0	90	18.63	30.486
A42. Intervention & Jersey Shore	8	0	90	53.00	34.916
A43. Intervention & Punk'd	8	20	100	63.50	31.250
A44. Intervention & Survivor	8	48	100	77.75	18.164
A45. Intervention & American Idol	8	35	100	78.25	23.639
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 Idol	9	6	90	44.11	27.122
A52. Judge Judy & Celeb Rehab	9	15	90	52.56	26.740
A53. Judge Judy & Jersey Shore	9	20	100	66.22	31.019
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 Idol	9	30	100	71.00	20.875
A57. Celeb Rehab & Jersey Shore	9	0	80	33.89	29.768
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 Idol	9	20	90	57.11	26.784
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 Idol	9	10	100	54.11	27.182
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				

5.) Run MDS function using either SPSS ALSCAL or Galileo. SPSS ALSCAL was used for this presentation.

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

The screenshot displays the IBM SPSS Statistics Data Editor interface. The 'Analyze' menu is open, showing the path: *Analyze* → *Scale* → *Multidimensional Scaling (ALSCAL)*. The background shows a data matrix with variables: Intervention, Queerreye, Judgejudy, Celebrehab, Jerseyshore, Punkd, Survivor, and Americani. The data matrix is as follows:

	Intervention	Queerreye	Judgejudy	Celebrehab	Jerseyshore	Punkd	Survivor	Americani
1	68.75	68.75	83.75	77.50	73.13	71.25	71.50	82.00
2	71.13	51.00	89.38	45.00	19.88	61.88	57.50	71.50
3	62.50	74.38	64.88	75.63	94.88	87.25	84.13	84.25
4	68.25	83.89	43.11	74.33	85.89	81.89	78.78	74.44
5	.00	52.13	54.88	18.63	53.00	63.50	77.75	78.25
6	52.13	.00	71.11	49.56	38.78	46.00	62.00	44.11
7	54.88	71.11	.00	52.56	66.22	71.00	74.44	71.00
8	18.63	49.56	52.56	.00	33.89	45.67	56.22	57.11
9	53.00	38.78	66.22	33.89	.00	35.22	58.78	54.11
10	45.67	35.22	.00	54.69	54.22	.00	54.89	54.22
11	56.22	58.78	54.89	.00	35.89	.00	35.89	.00
12	57.11	54.11	54.22	35.89	.00	.00	35.89	.00

- > 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.

The screenshot displays the IBM SPSS Statistics Data Editor window titled "Mean Matrix for ADS.sav [DataSet1]". The main window shows a data grid with 12 columns of variables: Pawnstars, Jonkate, AEno, Mysteries, Intervention, Queereve, Judgejudy, Celebrehab, Jerseyshore, Punkid, Survivor, and Americani. The data is organized into a lower triangular matrix. Two dialog boxes are overlaid on the data grid:

- Multidimensional Scaling**: This dialog box has a "Variables" list containing Pawnstars, Jonkate, AEno, Mysteries, and Intervention. The "Distances" section is set to "Data are distances" with a "Shape" of "Square symmetric". The "Scaling Model" section is set to "Euclidean distance".
- Multidimensional Scaling: Model**: This dialog box has "Level of Measurement" set to "Ratio". Under "Conditionality", "Matrix" is selected. Under "Dimensions", "Minimum" is set to 2 and "Maximum" is set to 5. The "Scaling Model" section is also set to "Euclidean distance".

The taskbar at the bottom shows the system tray with the time 1:17 PM and several open applications including "Start", "ADS Project", "Adobe Reader", "Multidimension...", "Final Question...", "Descriptives fo...", "Interactive Gra...", "SPSS Data 2 - A...", "Mean Matrix f...", and "c3310BMD54bc...".

- > **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**

The screenshot displays the IBM SPSS Statistics Data Editor window titled "Mean Matrix for MDS.sav [DataSet1]". The main window shows a data grid with 12 variables: Pawnstars, Jonkate, AEbio, Mysteries, Intervention, Queereye, Judgejudy, Celebrehab, Jerseyshore, Punkd, Survivor, and Americani. The data is presented as a lower triangular matrix of numerical values.

Two dialog boxes are overlaid on the data grid:

- Multidimensional Scaling:**
 - Variables: Pawnstars, Jonkate, AEbio, Mysteries, Intervention
 - Individual Matrices for: (empty)
 - Distances:
 - Data are distances
 - Create distances from data
 - Shape: Square symmetric
 - Lockdown distance
- Multidimensional Scaling: Options:**
 - Display:
 - Group plots
 - Individual subject plots
 - Data matrix
 - Model and options summary
 - Criteria:
 - S-stress convergence: 0.001
 - Minimum s-stress value: 0.005
 - Maximum iterations: 30
 - Treat distances less than 0 as missing

The taskbar at the bottom shows the following open applications: Start, MDS Project, Adobe Reader, Multidimension..., Final Question..., Descriptives fo..., *Output1 [Docu..., Interactive Gra..., SPSS Data 2 - A..., Mean Matrix f..., CS310MDSAbc..., and the system clock is 1:12 PM.

```

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/Matrix).	12
Number of Columns (Variables) . . .	12
Number of Matrices	1
Measurement Level	Ratio
Data Matrix Shape	Symmetric
Type	Dissimilarity
Approach to Ties	Leave Tied
Conditionality	Matrix
Data Cutoff at000000

Model Options-

Model	Euclid
Maximum Dimensionality	5
Minimum Dimensionality	2
Negative Weights	Not Permitted

Output Options-

Job Option Header	Printed
Data Matrices	Printed
Configurations and Transformations .	Plotted
Output Dataset	Not Created
Initial Stimulus Coordinates . . .	Computed

Algorithmic Options-

Maximum Iterations	30
Convergence Criterion00100
Minimum S-stress00500
Missing Data Estimated by	Ulbounds

Raw (unscaled) Data for Subject 1

8	9	1	2	3	4	5	6	7
		10						
		1	.000					
		2	75.620	.000				
		3	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					
		11		12				
		11	.000					
		12	35.890	.000				

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

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

Stimulus Number	Stimulus Name	Dimension				
		1	2	3	4	5
1	Pawnstar	.7343	1.8192	-1.5288	1.0243	.5306
2	Jonkate	-1.3158	.3876	-.9153	-1.6305	.1170
3	AEbio	2.5452	.6550	-.4099	-.5250	-.7283
4	Mysterie	2.4579	.1047	.7353	-.6559	.3161
5	Interven	.5335	-1.4478	-1.1609	.3224	-.3499
6	Queereye	-.9750	.0646	-.2782	.4047	-1.4366
7	Judgejud	1.4589	-1.4622	1.0350	.4049	.4898
8	Celebreh	-.6289	-1.2584	-.2565	-.3519	.1393
9	Jerseysh	-1.6528	-.5997	-.4094	-.1873	.3085
10	Punkd	-1.2860	-.1289	.1287	1.2899	.6339
11	Survivor	-.9786	1.2414	1.2802	-.3545	.7369
12	American	-.8926	.6245	1.7798	.2590	-.7572

Optimally scaled data (disparities) for subject

1		Optimally scaled data (disparities) for subject								
8		9	10	11	12	13	14	15	16	17
	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				
	6	3.426	2.542	3.707	4.181	2.598	.000			
	7	4.174	4.454	3.233	2.148	2.735	3.544	.000		
	8	3.862	2.243	3.769	3.704	.928	2.470			
2.619	9	3.644	.991	4.728	4.280	2.641	1.933			
3.300	10	3.551	3.084	4.348	4.081	3.164	2.292			
3.538	11	1.755	.000							
	12	3.563	2.865	4.193	3.926	3.875	3.090			
3.710	13	2.929	2.735							
	14	4.086	3.563	4.199	3.710	3.900	2.198			
3.538	15	2.846	2.697	2.702						
	16									
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	100									

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

distances

Stress and squared correlation (RSQ) in

(disparities)

RSQ values are the proportion of variance of the scaled data

which

in the partition (row, matrix, or entire data)

distances.

is accounted for by their corresponding

Stress values are Kruskal's stress formula 1.

For matrix

Stress = .09475 RSQ = .88487

Configuration derived in 4 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension			
		1	2	3	4
1	Pawnstar	.7271	1.7472	-1.3844	.7537
2	Jonkate	-1.2031	.3203	-.7722	-1.5201
3	AEbio	2.3699	.5732	-.3981	-.4876
4	Mysterie	2.2128	.0734	.7557	-.5809
5	Interven	.5132	-1.3428	-1.0593	.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

8	9	1	2	3	4	5	6	7
		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	
		6	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

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

For matrix
Stress = .14234 RSQ = .82661

Configuration derived in 3 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension		
		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

Optimally scaled data (disparities) for subject

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
	7	3.281	3.501	2.542	1.689	2.150
.000	8	3.036	1.763	2.963	2.912	.730
2.059	.000					1.941

	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

Iteration history for the 2 dimensional solution (in squared distances)

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

Stress and squared correlation (RSQ) in
distances
(disparities)
which
distances.

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

For matrix
Stress = .25006 RSQ = .68587

Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	Pawnstar	.8260	1.5807
2	Jonkate	-1.3325	.5341
3	AEbio	1.8472	.3580
4	Mysterie	1.7788	.0565
5	Interven	.5317	-1.2013
6	Queereye	-.8762	-.2685
7	Judgejud	1.1168	-1.1284
8	Celebreh	-.3369	-.9277
9	Jerseysh	-1.0845	-.5191
10	Punkd	-.9909	-.5454
11	Survivor	-.6650	1.1630
12	American	-.8146	.8980

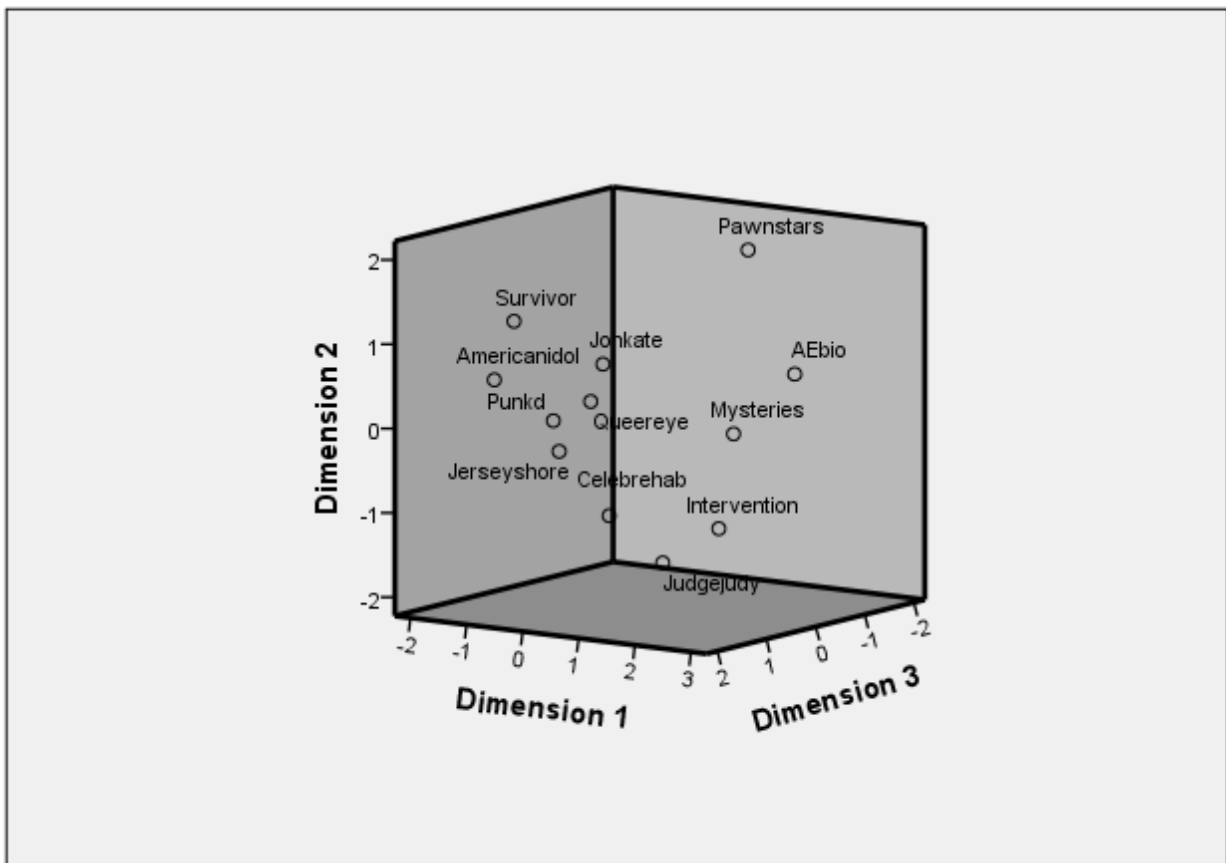
Optimally scaled data (disparities) for subject 1

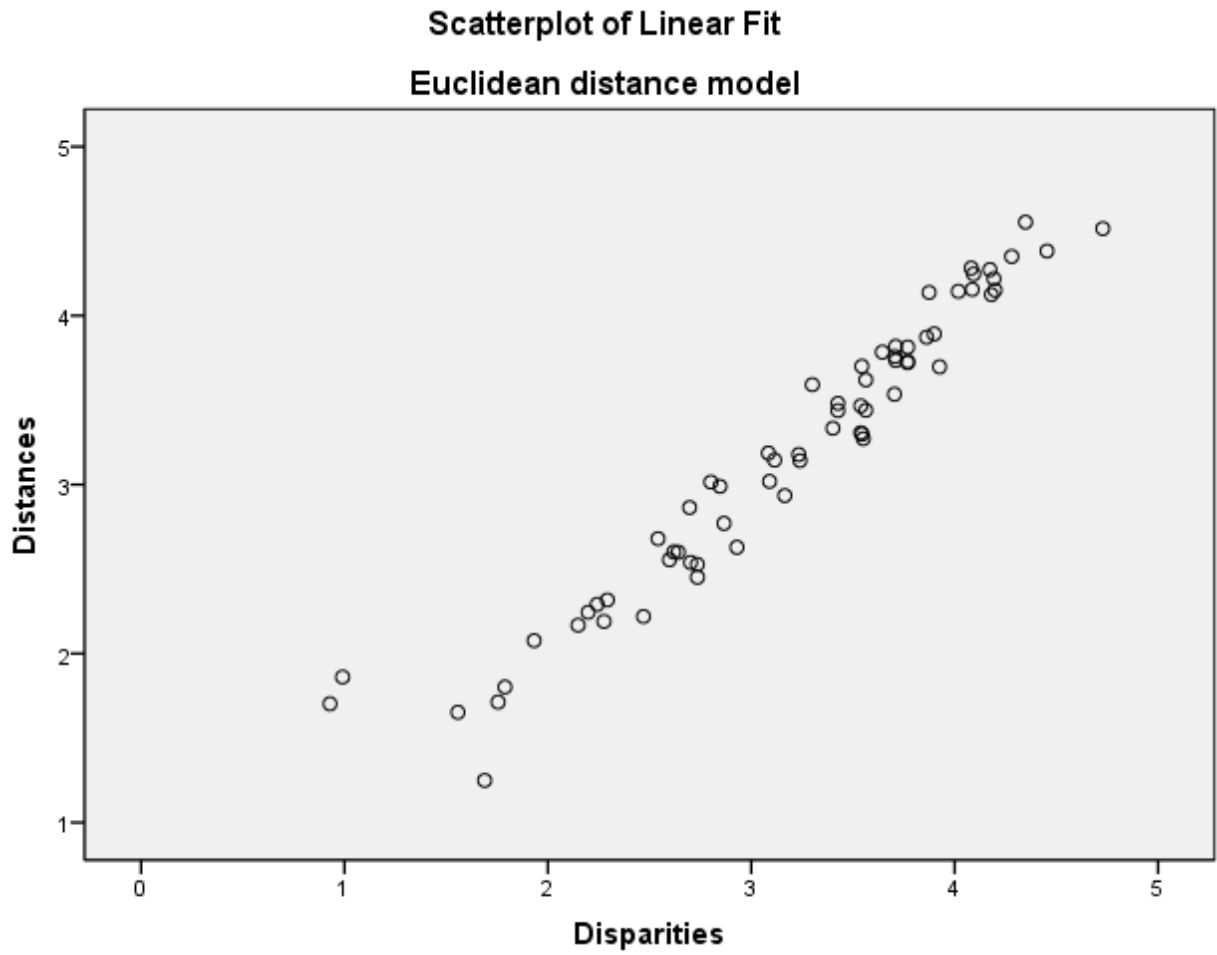
8	9	1 10	2	3	4	5	6	7
	1	.000						
	2	2.443	.000					
	3	2.100	2.605	.000				
	4	2.444	2.654	1.010	.000			
	5	2.221	2.298	2.019	2.205	.000		
	6	2.221	1.648	2.403	2.711	1.684	.000	
	7	2.706	2.888	2.096	1.393	1.773	2.298	
.000	8	2.504	1.454	2.444	2.402	.602	1.601	
1.698	.000							
	9	2.363	.642	3.066	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					
		11	12					
	11	.000						
	12	1.160	.000					

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

Derived Stimulus Configuration

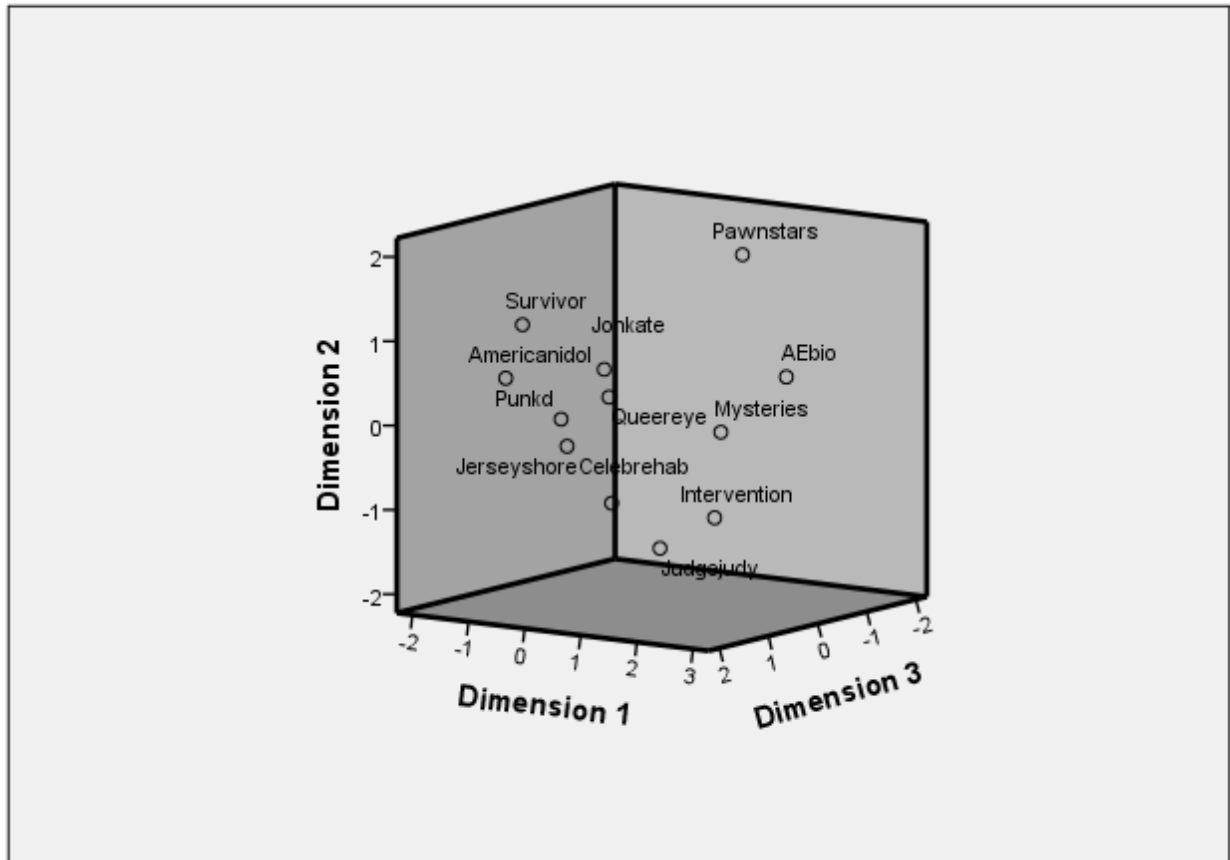
Euclidean distance model

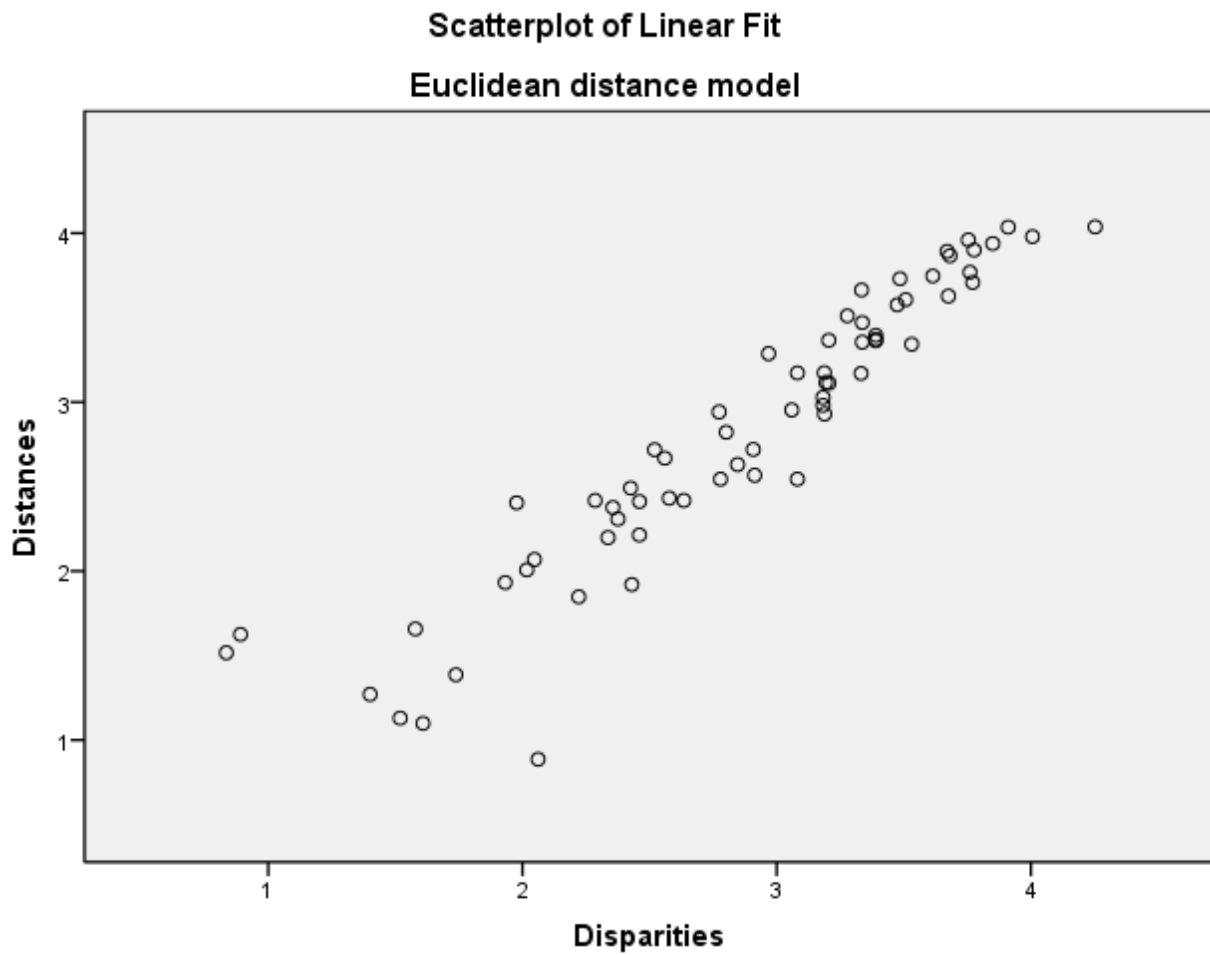




Derived Stimulus Configuration

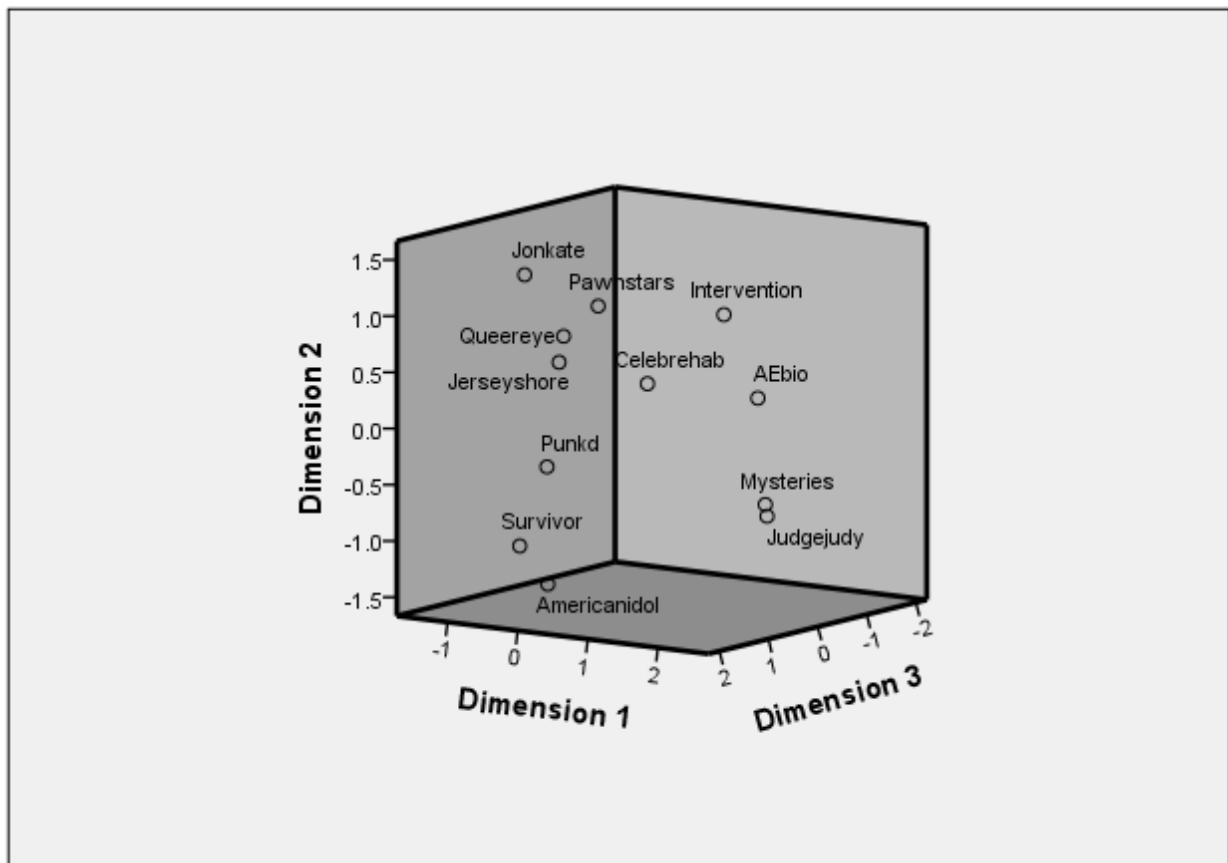
Euclidean distance model

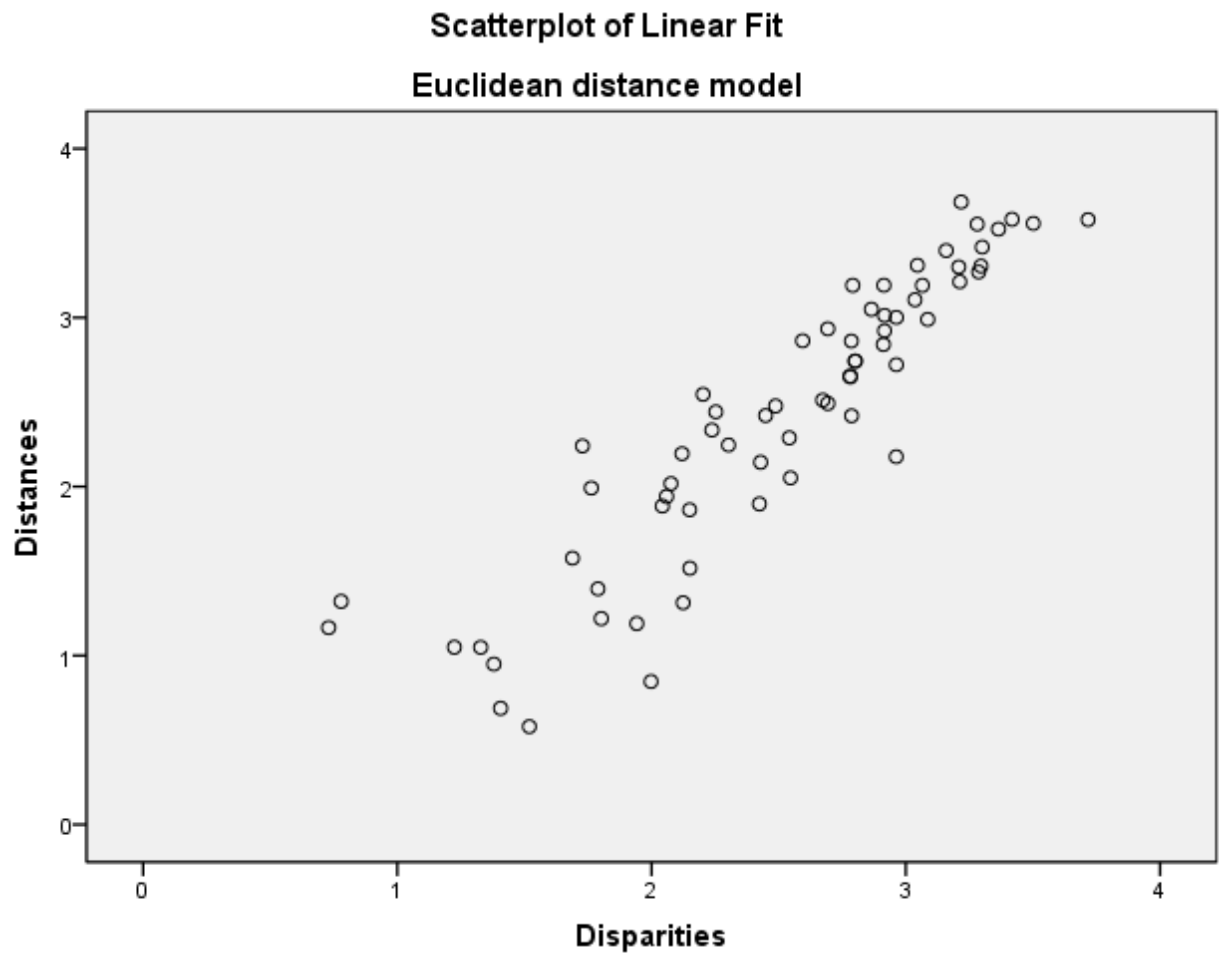




Derived Stimulus Configuration

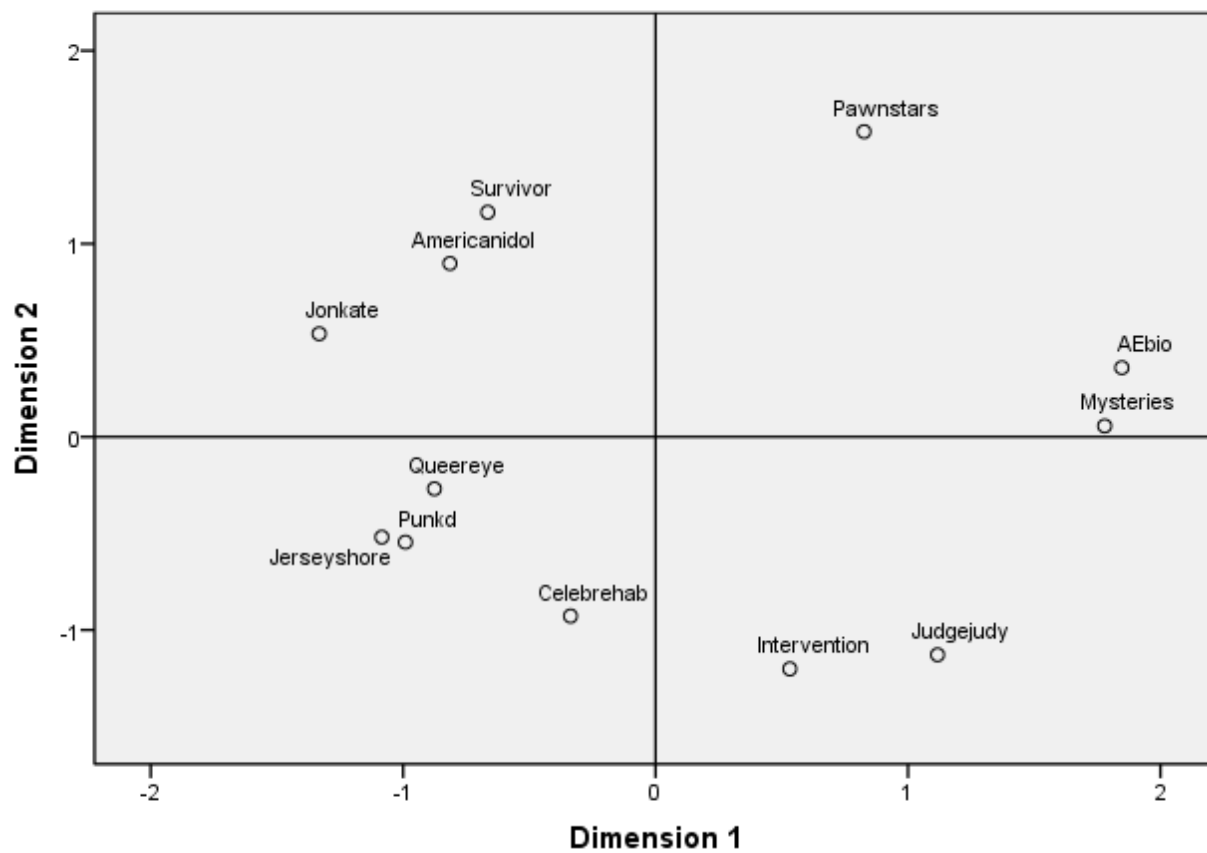
Euclidean distance model

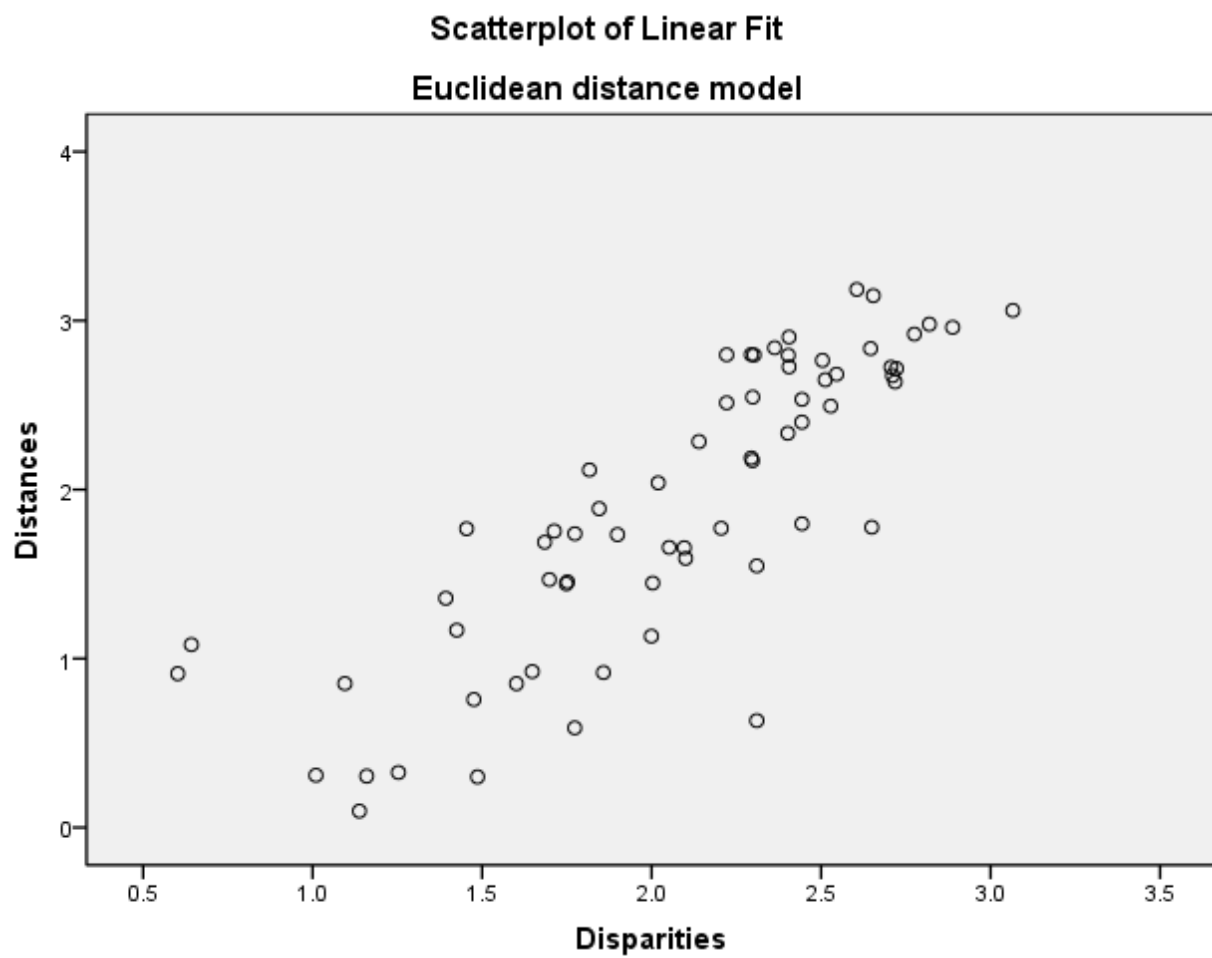




Derived Stimulus Configuration

Euclidean distance model





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.)

The screenshot shows the IBM SPSS Statistics Data Editor window. The main area displays a data table with 12 rows and 6 columns. The columns are labeled 'Shows', 'dim1', 'dim2', 'dim3', 'dim4', and 'dim5'. The rows contain the following data:

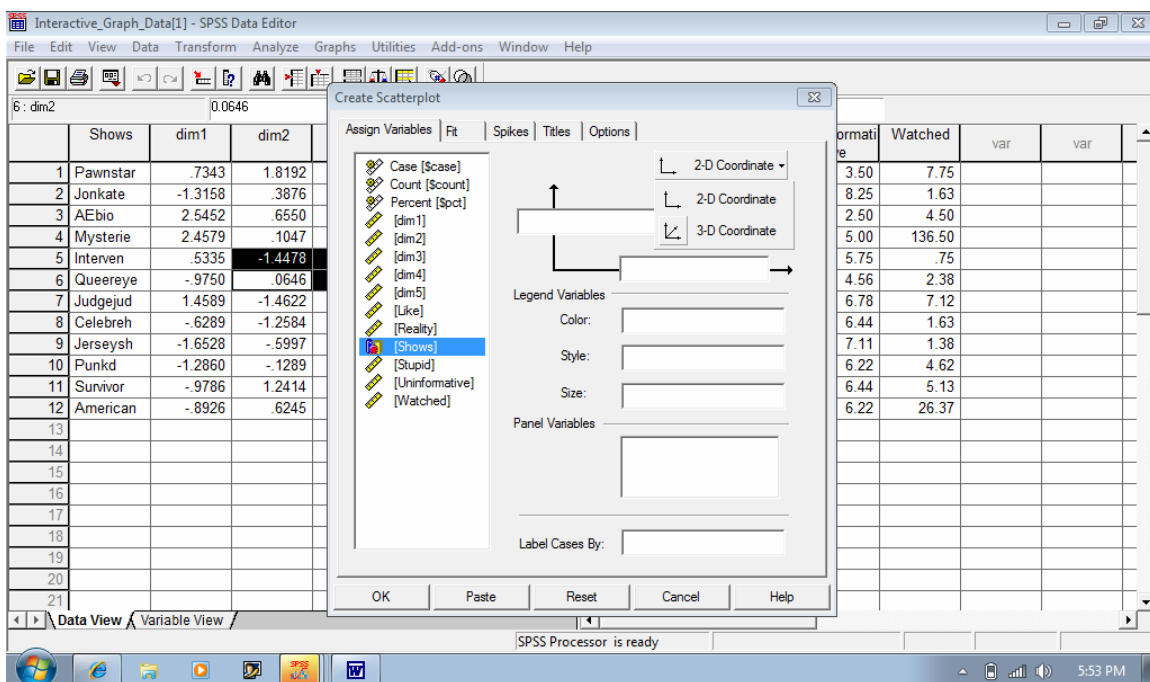
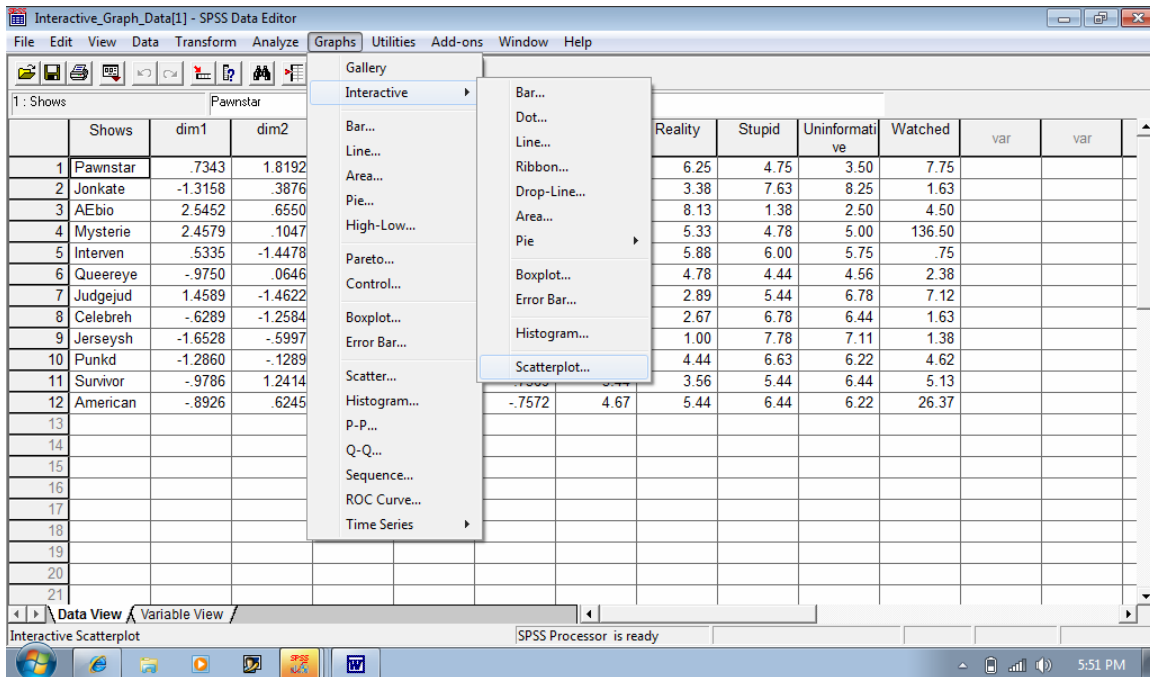
Shows	dim1	dim2	dim3	dim4	dim5
1 Paenstar	7343	1.8192	-1.5288	1.0243	5306
2 Jonkate	-1.3158	3876	-9153	-1.6305	1170
3 AElbio	2.5452	6550	-4099	-5250	-7283
4 Mysteries	2.4579	1047	7353	-6559	3161
5 Intervention	.5335	-1.4478	-1.1609	.3224	-.3499
6 Queereye	-.9750	0646	-.2782	.4047	-1.4366
7 Judgejudy	1.4589	-1.4622	1.0350	.4049	4898
8 Celebrehab	-.6289	-1.2584	-.2565	-.3519	1393
9 Jerseyshore	-1.6528	-.5997	-.4094	-.1873	3085
10 Punkid	-1.2860	-.1289	1.287	1.2899	6339
11 Survivor	-.9786	1.2414	1.2802	-.3545	7369
12 Americani...	-.8926	6245	1.7798	.2590	-.7572

The table is displayed in Data View. The bottom status bar indicates 'IBM SPSS Statistics Processor is ready' and the system clock shows '2:16 PM'.

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*.



- > 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.

The screenshot shows the SPSS Data Editor interface with the 'Create Scatterplot' dialog box open. The dialog box is configured as follows:

- Assign Variables:** A list of variables including Case [Score], Count [Scout], Percent [Spt], [dim4], [dim5], [Like], [Reality], [Stupid], [Uninformative], and [Watched].
- 3-D Coordinate:** A 3D coordinate system with three axes: a vertical axis labeled [dim2], a horizontal axis labeled [dim3], and a depth axis labeled [dim1].
- Legend Variables:** Fields for Color, Style, and Size.
- Panel Variables:** An empty field.
- Label Cases By:** A field containing the variable [Shows].

The background shows the SPSS Data Editor window with a data table and a taskbar at the bottom.

Shows	dim1	dim2	formati	Watched	var	var
1 Pawnstar	.7343	1.8192	3.50	7.75		
2 Jonkate	-1.3158	.3876	8.25	1.63		
3 AEBio	2.5452	.6550	2.50	4.50		
4 Mysterie	2.4579	.1047	5.00	136.50		
5 Interven	.5335	-1.4478	5.75	.75		
6 Queereye	-.9750	.0646	4.56	2.38		
7 Judgejud	1.4589	-1.4622	6.78	7.12		
8 Celebreh	-.6289	-1.2584	6.44	1.63		
9 Jerseysh	-1.6528	-.5997	7.11	1.38		
10 Punkd	-1.2860	-.1289	6.22	4.62		
11 Survivor	-.9786	1.2414	6.44	5.13		
12 American	-.8926	.6245	6.22	26.37		
13						
14						
15						
16						
17						
18						
19						
20						
21						

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

The screenshot shows the SPSS Data Editor window with the 'Create Scatterplot' dialog box open. The 'Spikes' tab is selected, and the 'Floor' checkbox is checked. The background data table is as follows:

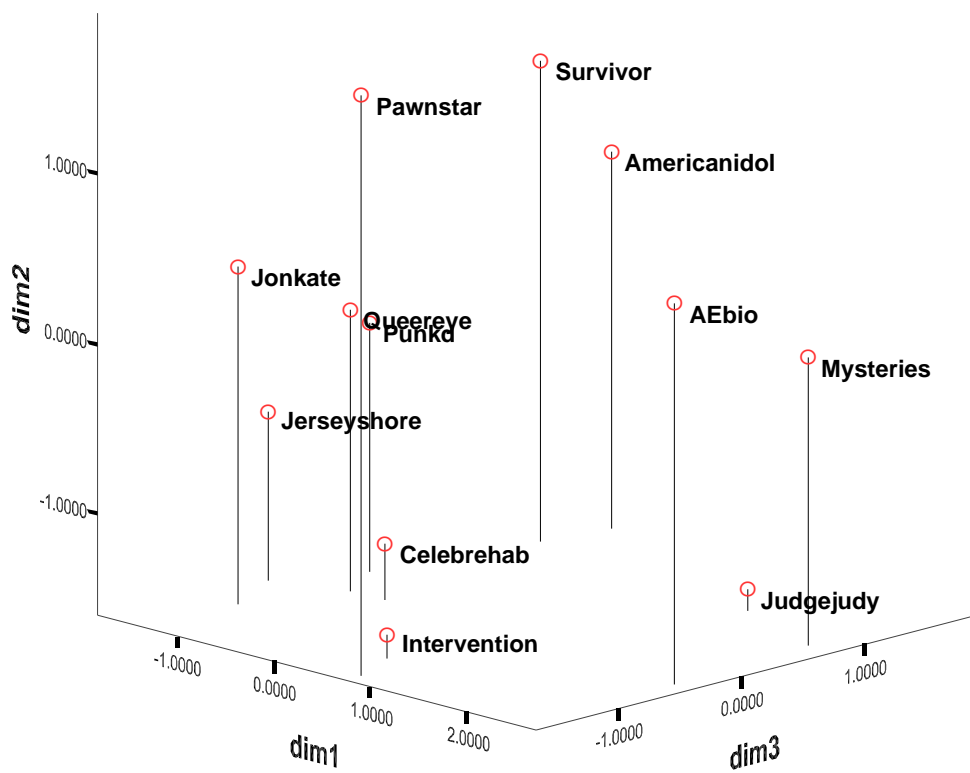
	Shows	dim1	dim2
1	Pawnstar	.7343	1.8192
2	Jonkate	-1.3158	.3876
3	AEbio	2.5452	.6550
4	Mysterie	2.4579	.1047
5	Interven	.5335	-1.4478
6	Queereye	-.9750	.0646
7	Judgejud	1.4589	-1.4622
8	Celebreh	-.6289	-1.2584
9	Jerseysh	-1.6528	-.5997
10	Punkd	-1.2860	-.1289
11	Survivor	-.9786	1.2414
12	American	-.8926	.6245
13			
14			
15			
16			
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19			
20			
21			

The 'Create Scatterplot' dialog box has the following settings:

- Assign Variables: (empty)
- Fit: (empty)
- Spikes:
 - Origin:
 - Corner:
 - Total Centroid:
 - Subgroup Centroid:
 - X1 Axis:
 - X2 Axis:
 - Y Axis:
 - Floor:
- Options:
 - Color spikes by color legend:
 - Style spikes by style legend:

Buttons: OK, Paste, Reset, Cancel, Help

Shows



- > 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.

The screenshot shows the SPSS Data Editor interface. The main window displays a data table with 19 rows and 19 columns (ID, A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, A17, A18, A19). The data values are as follows:

ID	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19
1	1																		
2	2	75	65	65	45	95	90	90	80	90	90	90	90	90	35	60	60	50	
3	3	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	90
4	4	50	50	50	20	50	60	50	20	70	70	80	100	90	80	50	60	50	
5	5	100	60	80	100	30	70	100	100	100	40	40	0	50	90	20	40	40	
6	6	85	60	85	60	80	95	80	60	85	90	95	70	85	80	80	40	60	
7	7	90	40	60	70	50	70	85	50	50	89	95	70	50	50	40	40	40	
8	8	80	95	90	70	80	95	65	50	65	82	07	06	07	15	43	85	10	
9	9	25	50	75	85	65	85	65	75	20	50			69	30	50	20		

The *Descriptives* dialog box is open, showing the following settings:

- Mean** (checked), **Sum** (unchecked)
- Dispersion**: **Std. deviation** (checked), **Variance** (unchecked), **Range** (unchecked)
- Minimum** (checked), **Maximum** (checked), **Skewness** (unchecked)
- Distribution**: **Kurtosis** (unchecked), **Skewness** (unchecked)
- Display Order**: **Variable list** (selected), **Alphabetic** (unchecked), **Ascending means** (unchecked), **Descending means** (unchecked)
- Options** button is visible.

The *Descriptives: Options* sub-dialog box is also open, showing the following settings:

- Save standardized values as variables** (unchecked)
- OK**, **Paste**, **Reset**, **Cancel**, **Help** buttons are visible.

Output4 [Document4] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Output
 Log
 Descriptives
 Title
 Notes
 Active Outputset
 Descriptive Statistics

DESCRIPTIVES VARIABLES=*B1a B1b B1c B1d B1e B1f B1g B1h B1i B1j B1k B1l B1m B1n B1o B1p B1q B1r B1s B1t B1u B1v B1w B1x B1y B1z B1aa B1ab B1ac B1ad B1ae B1af B1ag B1ah B1ai B1aj B1ak B1al B1am B1an B1ao B1ap B1aq B1ar B1as B1at B1au B1av B1aw B1ax B1ay B1az B1ba B1bb B1bc B1bd B1be B1bf B1bg B1bh B1bi B1bj B1bk B1bl B1bm B1bn B1bo B1bp B1bq B1br B1bs B1bt B1bu B1bv B1bw B1bx B1by B1bz B1ca B1cb B1cc B1cd B1ce B1cf B1cg B1ch B1ci B1cj B1ck B1cl B1cm B1cn B1co B1cp B1cq B1cr B1cs B1ct B1cu B1cv B1cw B1cx B1cy B1cz B1da B1db B1dc B1dd B1de B1df B1dg B1dh B1di B1dj B1dk B1dl B1dm B1dn B1do B1dp B1dq B1dr B1ds B1dt B1du B1dv B1dw B1dx B1dy B1dz B1ea B1eb B1ec B1ed B1ee B1ef B1eg B1eh B1ei B1ej B1ek B1el B1em B1en B1eo B1ep B1eq B1er B1es B1et B1eu B1ev B1ew B1ex B1ey B1ez B1fa B1fb B1fc B1fd B1fe B1ff B1fg B1fh B1fi B1fj B1fk B1fl B1fm B1fn B1fo B1fp B1fq B1fr B1fs B1ft B1fu B1fv B1fw B1fx B1fy B1fz B1ga B1gb B1gc B1gd B1ge B1gf B1gg B1gh B1gi B1gj B1gk B1gl B1gm B1gn B1go B1gp B1gq B1gr B1gs B1gt B1gu B1gv B1gw B1gx B1gy B1gz B1ha B1hb B1hc B1hd B1he B1hf B1hg B1hi B1hj B1hk B1hl B1hm B1hn B1ho B1hp B1hq B1hr B1hs B1ht B1hu B1hv B1hw B1hx B1hy B1hz B1ia B1ib B1ic B1id B1ie B1if B1ig B1ih B1ii B1ij B1ik B1il B1im B1in B1io B1ip B1iq B1ir B1is B1it B1iu B1iv B1iw B1ix B1iy B1iz B1ja B1jb B1jc B1jd B1je B1jf B1jg B1jh B1ji B1jj B1jk B1jl B1jm B1jn B1jo B1jp B1jq B1jr B1js B1jt B1ju B1jv B1jw B1jx B1jy B1jz B1ka B1kb B1kc B1kd B1ke B1kf B1kg B1kh B1ki B1kj B1kk B1kl B1km B1kn B1ko B1kp B1kq B1kr B1ks B1kt B1ku B1kv B1kw B1kx B1ky B1kz B1la B1lb B1lc B1ld B1le B1lf B1lg B1lh B1li B1lj B1lk B1ll B1lm B1ln B1lo B1lp B1lq B1lr B1ls B1lt B1lu B1lv B1lw B1lx B1ly B1lz B1ma B1mb B1mc B1md B1me B1mf B1mg B1mh B1mi B1mj B1mk B1ml B1mm B1mn B1mo B1mp B1mq B1mr B1ms B1mt B1mu B1mv B1mw B1mx B1my B1mz B1na B1nb B1nc B1nd B1ne B1nf B1ng B1nh B1ni B1nj B1nk B1nl B1nm B1nn B1no B1np B1nq B1nr B1ns B1nt B1nu B1nv B1nw B1nx B1ny B1nz B1oa B1ob B1oc B1od B1oe B1of B1og B1oh B1oi B1oj B1ok B1ol B1om B1on B1oo B1op B1oq B1or B1os B1ot B1ou B1ov B1ow B1ox B1oy B1oz B1pa B1pb B1pc B1pd B1pe B1pf B1pg B1ph B1pi B1pj B1pk B1pl B1pm B1pn B1po B1pp B1pq B1pr B1ps B1pt B1pu B1pv B1pw B1px B1py B1pz B1qa B1qb B1qc B1qd B1qe B1qf B1qg B1qh B1qi B1qj B1qk B1ql B1qm B1qn B1qo B1qp B1qq B1qr B1qs B1qt B1qu B1qv B1qw B1qx B1qy B1qz B1ra B1rb B1rc B1rd B1re B1rf B1rg B1rh B1ri B1rj B1rk B1rl B1rm B1rn B1ro B1rp B1rq B1rr B1rs B1rt B1ru B1rv B1rw B1rx B1ry B1rz B1sa B1sb B1sc B1sd B1se B1sf B1sg B1sh B1si B1sj B1sk B1sl B1sm B1sn B1so B1sp B1sq B1sr B1ss B1st B1su B1sv B1sw B1sx B1sy B1sz B1ta B1tb B1tc B1td B1te B1tf B1tg B1th B1ti B1tj B1tk B1tl B1tm B1tn B1to B1tp B1tq B1tr B1ts B1tt B1tu B1tv B1tw B1tx B1ty B1tz B1ua B1ub B1uc B1ud B1ue B1uf B1ug B1uh B1ui B1uj B1uk B1ul B1um B1un B1uo B1up B1uq B1ur B1us B1ut B1uu B1uv B1uw B1ux B1uy B1uz B1va B1vb B1vc B1vd B1ve B1vf B1vg B1vh B1vi B1vj B1vk B1vl B1vm B1vn B1vo B1vp B1vq B1vr B1vs B1vt B1vu B1vv B1vw B1vx B1vy B1vz B1wa B1wb B1wc B1wd B1we B1wf B1wg B1wh B1wi B1wj B1wk B1wl B1wm B1wn B1wo B1wp B1wq B1wr B1ws B1wt B1wu B1wv B1ww B1wx B1wy B1wz B1xa B1xb B1xc B1xd B1xe B1xf B1xg B1xh B1xi B1xj B1xk B1xl B1xm B1xn B1xo B1xp B1xq B1xr B1xs B1xt B1xu B1xv B1xw B1xx B1xy B1xz B1ya B1yb B1yc B1yd B1ye B1yf B1yg B1yh B1yi B1yj B1yk B1yl B1ym B1yn B1yo B1yp B1yq B1yr B1ys B1yt B1yu B1yv B1yw B1yx B1yy B1yz B1za B1zb B1zc B1zd B1ze B1zf B1zg B1zh B1zi B1zj B1zk B1zl B1zm B1zn B1zo B1zp B1zq B1zr B1zs B1zt B1zu B1zv B1zw B1zx B1zy B1zz

/STATISTICS>MEAN STDDEV MIN MAX.

Descriptives

[DataSet2] C:\Documents and Settings\Mike Harris\Desktop\homework\Cleveland State\Com 431\WDS Project\SPSS Data 2 - Analyze this.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
B1a Pawn Stars discussable	8	2	10	7.63	2.973
B1b Pawn Stars fictitious	8	1	9	6.25	2.915
B1c Pawn Stars intelligent	8	0	8	4.75	2.785
B1d Pawn Stars informative/uninformative	8	0	9	3.50	3.251
B1e How many times Pawn Stars watched	8	0	20	7.75	8.972
B2a Jon & Kate discussable	8	0	8	1.25	2.375
B2b Jon & Kate fictitious	8	1	9	3.38	3.021
B2c Jon & Kate intelligent	8	0	10	7.63	3.583
B2d Jon & Kate informative/uninformative	8	1	10	6.25	3.240
B2e How many times Jon & Kate watched	8	0	11	1.63	3.015
B3a A&E Biography discussable	8	1	10	7.13	3.091
B3b A&E Biography fictitious	8	2	10	6.13	2.642
B3c A&E Biography intelligent	8	0	8	1.38	2.722
B3d A&E Biography informative/uninformative	8	0	10	2.50	4.342
B3e How many times A&E Biography watched	8	0	15	4.50	5.657
B4a Unsolved Mysteries discussable	9	2	10	6.22	2.386
B4b Unsolved Mysteries fictitious	9	1	8	5.33	2.179
B4c Unsolved Mysteries intelligent	9	2	7	4.78	1.563
B4d Unsolved Mysteries informative/uninformative	9	2	7	5.00	1.500
B4e How many times Unsolved Mysteries watched	9	0	847	136.50	328.139
B5a Intervention discussable	8	0	5	3.25	1.982
B5b Intervention fictitious	8	1	9	5.88	2.949
B5c Intervention intelligent	8	4	9	6.00	1.773
B5d Intervention informative/uninformative	8	3	10	5.75	2.188

IBM SPSS Statistics Processor is ready

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Descriptive Statistics

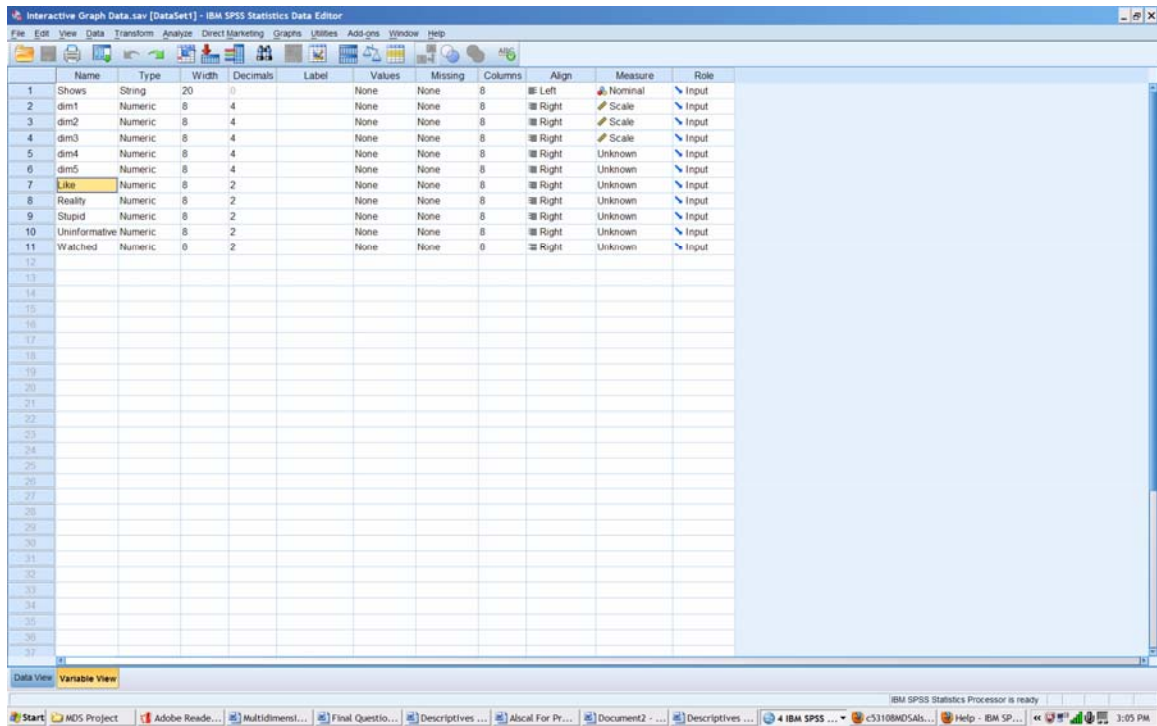
	N	Minimum	Maximum	Mean	Std. Deviation
B1a. Pawn Stars dislike/like	8	2	10	7.63	2.973
B1b. Pawn Stars fiction/reality	8	1	9	6.25	2.915
B1c. Pawn Stars intelligent/stupid	8	0	8	4.75	2.765
B1d. Pawn Stars informative/uninformative	8	0	9	3.50	3.251
B1e. How many times Pawn Stars watched	8	0	20	7.75	8.972
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 informative/uninformative	8	1	10	8.25	3.240
B2e. How many times Jon & Kate watched	8	0	11	1.63	3.815
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 intelligent/stupid	8	0	8	1.38	2.722
B3d. A&E Biography informative/uninformative	8	0	10	2.50	4.342
B3e. How many times A&E Biography watched	8	0	15	4.50	5.657
B4a. Unsolved Mysteries dislike/like	9	2	10	6.22	2.386
B4b. Unsolved Mysteries fiction/reality	9	1	8	5.33	2.179
B4c. Unsolved Mysteries intelligent/stupid	9	2	7	4.78	1.563
B4d. Unsolved Mysteries informative/uninformative	9	2	7	5.00	1.500
B4e. How many times Unsolved Mysteries watched	8	0	947	136.50	329.139
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 informative/uninformative	8	3	10	5.75	2.188

B5e. How many times Intervention watched	8	0	2	.75	.886
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 informative/uninformative	9	0	9	4.56	3.283
B6e. How many times Queer Eye watched	8	0	10	2.38	3.378
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 informative/uninformative	9	0	10	6.78	3.833
B7e. How many times Judge Judy watched	8	0	20	7.12	8.254
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 informative/uninformative	9	0	10	6.44	4.126
B8e. How many times Celeb Rehab watched	8	0	10	1.63	3.420
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 informative/uninformative	9	0	10	7.11	4.343
B9e. How many times Jersey Shore watched	8	0	5	1.38	1.685
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 informative/uninformative	9	0	10	6.22	4.604
B10e. How many times Punk'd watched	8	0	10	4.62	3.852
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 informative/uninformative	9	2	10	6.44	2.877
B11e. How many times Survivor watched	8	0	32	5.13	10.921
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 intelligent/stupid	9	3	10	6.44	2.297
B12d. American Idol informative/uninformative	9	3	10	6.22	2.819
B12e. How many times American Idol watched	8	0	100	26.37	34.442
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.



> In *Data View* enter the corresponding means.

Interactive Graph Data.sav [DataSet1] - IBM SPSS Statistics Data Editor

File Edit View Data Transform Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Shows: 11 of 11 Variables

	Shows	dim1	dim2	dim3	dim4	dim5	Like	Reality	Stupid	Uninformative	Watched								
1	Pawnstar	7343	1.8192	-1.5288	1.0243	5306	7.63	6.25	4.75	3.50	7.75								
2	Jonkate	-1.3158	3876	-9153	-1.6305	1170	1.25	3.38	7.63	8.25	1.63								
3	AEBio	2.5452	6550	-4099	-5250	-7283	7.13	8.13	1.38	2.50	4.50								
4	Mysteries	2.4579	1047	7353	-6559	3161	6.22	5.33	4.78	5.00	136.50								
5	Intervention	.5335	-1.4478	-1.1609	.3224	-.3499	3.25	5.88	6.00	5.75	.75								
6	Queereye	-.9750	0646	-.2782	.4047	-1.4366	4.89	4.78	4.44	4.56	2.38								
7	Judgejudy	1.4589	-1.4622	1.0350	.4049	4898	2.11	2.89	5.44	6.78	7.12								
8	Celebrehab	-.6289	-1.2584	-.2565	-.3519	1393	1.22	2.67	6.78	6.44	1.63								
9	Jerseyshore	-1.6028	-.5997	-.4094	-.1873	3085	.50	1.00	7.78	7.11	1.38								
10	Punkid	-1.2860	-.1289	1287	1.2899	6339	4.67	4.44	6.63	6.22	4.62								
11	Survivor	-.9786	1.2414	1.2802	-.3545	7369	3.44	3.56	5.44	6.44	5.13								
12	Americani...	-.8926	6245	1.7798	.2590	-.7572	4.67	5.44	6.44	6.22	26.37								
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Data View Variable View

IBM SPSS Statistics Processor is ready

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> Go to Analyze → Correlate → Bivariate

The screenshot shows the IBM SPSS Statistics Data Editor interface. The 'Analyze' menu is open, and the path 'Analyze > Correlate > Bivariate' is highlighted. The main window displays a data grid with the following variables: dim4, dim5, Like, Reality, Stupid, Uninformativ/e, and Watched. The data grid shows the following values:

	dim4	dim5	Like	Reality	Stupid	Uninformativ/e	Watched	
1	1.0243	5306	7.63	6.25	4.75	3.50	7.75	
2	-1.6305	1170	1.25	3.38	7.63	8.25	1.63	
3		7283	7.13	8.13	1.38	2.50	4.50	
4		3181	6.22	5.33	4.78	5.00	136.50	
5		3499	3.25	5.88	6.00	5.75	.75	
6		14366	4.89	4.78	4.44	4.56	2.38	
7		4049	4898	2.11	2.89	5.44	6.78	7.12
8		3519	1393	1.22	2.67	6.78	6.44	1.63
9		1873	3085	.50	1.00	7.78	7.11	1.38
10		12899	6339	4.67	4.44	6.63	6.22	4.62
11		3545	7369	3.44	3.56	5.44	6.44	5.13
12		2590	7572	4.67	5.44	6.44	6.22	26.37

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

> Click *OK* to run the Bivariate Correlation

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a data table with 12 rows and 11 columns. The columns are labeled: Shows, dim1, dim2, dim3, dim4, dim5, Like, Reality, Stupid, Uninformative, and Watched. The data values are as follows:

Shows	dim1	dim2	dim3	dim4	dim5	Like	Reality	Stupid	Uninformative	Watched
1 Pawnstar	7343	1.8192	-1.5288	1.0243	5306	7.63	6.25	4.75	3.50	7.75
2 Jonkate	-1.3158	.3876	-.9153	-1.6305	1170	1.25	3.38	7.63	8.25	1.63
3 AEbio	2.5452	.6550	-.4099	-.5250	-.7283	7.13	8.13	1.38	2.50	4.50
4 Mysteries	2.4579	1.047	7353	-.6559	3161	6.22	5.33	4.78	5.00	136.50
5 Intervention	.5335	-1.4478	-1.1609	.3224	-.3499	3.25	5.88	6.00	5.75	.75
6 Queereye	-.9750	.0646	-.2782	.4047	-1.4366	4.89	4.78	4.44	4.56	2.38
7 Judgejudy	1.4589	-1.4022	1.0350	.4049	4898	2.11	2.89	5.44	6.78	7.12
8 Celebrehab	-.6289	-1.2584	-.2565	-.3519	1393					
9 Jerseyshore	-1.0528	-.5997	-.4094	-.1873	3085					
10 Punkd	-1.2860	-.1289	1.287	1.2899	6339					
11 Survivor	-.9786	1.2414	1.2802	-.3545	7369					
12 Americans	-.8926	.6245	1.7798	.2590	-7572					

The Bivariate Correlations dialog box is open, showing the following settings:

- Variables:** dim1, dim2, dim3, Like, Reality, Stupid, Uninformative
- Correlation Coefficients:** Pearson Kendall's tau-b Spearman
- Test of Significance:** Two-tailed One-tailed
- Flag significant correlations

The dialog box also includes buttons for OK, Paste, Reset, Cancel, and Help.

Output [Documents] - IBM SPSS Statistics Viewer

File Edit View Data Transform Insert Format Analyze Direct Marketing Graphs Utilities Add-ons Window Help

Log
Correlations
Title
Notes
Active Dataset
Correlations

CORRELATIONS
/VARIABLES=dim1 dim2 dim3 Like Reality Stupid Uninformative Watched
/PRINT=TOTALS, SIGS
/MISSING=FAIRWISE.

Correlations

[DataSet1] C:\Documents and Settings\Mike Kurtz\Desktop\Homework\Cleveland State\Com 431\WGS Project\Interactive Graph Data.sav

		dim1	dim2	dim3	Like	Reality	Stupid	Uninformative	Watched
dim1	Pearson Correlation	1	-.002	-.010	.572	.617*	-.745*	-.630*	.508
	Sig. (2-tailed)		.994	.976	.052	.025	.005	.026	.092
	N	12	12	12	12	12	12	12	12
dim2	Pearson Correlation	-.002	1	.000	.624*	.429	-.334	-.450	.091
	Sig. (2-tailed)	.994		.994	.030	.164	.299	.188	.779
	N	12	12	12	12	12	12	12	12
dim3	Pearson Correlation	-.010	.000	1	-.050	-.164	.025	.244	.335
	Sig. (2-tailed)	.976	.994		.876	.811	.938	.445	.267
	N	12	12	12	12	12	12	12	12
Like	Pearson Correlation	.572	.624*	-.050	1	.871*	-.762*	-.874*	.355
	Sig. (2-tailed)	.052	.030	.876		.000	.004	.000	.257
	N	12	12	12	12	12	12	12	12
Reality	Pearson Correlation	.617*	.429	-.164	.871*	1	-.772*	-.618*	.182
	Sig. (2-tailed)	.025	.164	.811	.000		.003	.001	.568
	N	12	12	12	12	12	12	12	12
Stupid	Pearson Correlation	-.745*	-.334	.025	-.762*	-.772*	1	.892*	-.153
	Sig. (2-tailed)	.005	.299	.938	.004	.003		.000	.635
	N	12	12	12	12	12	12	12	12
Uninformative	Pearson Correlation	-.630*	-.450	.244	-.874*	-.618*	.892*	1	-.143
	Sig. (2-tailed)	.026	.188	.445	.000	.001	.000		.643
	N	12	12	12	12	12	12	12	12
Watched	Pearson Correlation	.508	.091	.335	.355	.182	-.153	-.143	1
	Sig. (2-tailed)	.092	.779	.287	.251	.569	.835	.643	
	N	12	12	12	12	12	12	12	12

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

IBM SPSS Statistics Processor is ready

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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
	N	12	12	12	12	12
dim2	Pearson Correlation	-.002	1	.006	.624 [*]	.429
	Sig. (2-tailed)	.994		.984	.030	.164
	N	12	12	12	12	12
dim3	Pearson Correlation	-.010	.006	1	-.050	-.164
	Sig. (2-tailed)	.976	.984		.876	.611
	N	12	12	12	12	12
Like	Pearson Correlation	.572	.624[*]	-.050	1	.871 ^{**}
	Sig. (2-tailed)	.052	.030	.876		.000
	N	12	12	12	12	12
Reality	Pearson Correlation	.611[*]	.429	-.164	.871 ^{**}	1
	Sig. (2-tailed)	.035	.164	.611	.000	
	N	12	12	12	12	12
Stupid	Pearson Correlation	-.745^{**}	-.334	.025	-.763 ^{**}	-.777 ^{**}
	Sig. (2-tailed)	.005	.289	.938	.004	.003
	N	12	12	12	12	12
Uninformative	Pearson Correlation	-.636[*]	-.408	.244	-.874 ^{**}	-.816 ^{**}
	Sig. (2-tailed)	.026	.188	.445	.000	.001
	N	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

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