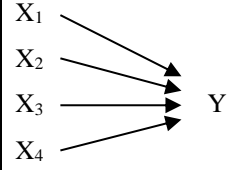
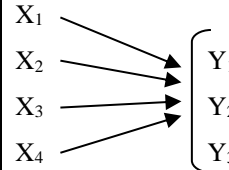
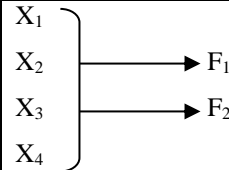
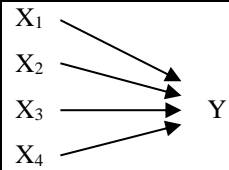


Selecting Appropriate Statistics

From: Neuendorf, K. A. (2017). *The content analysis guidebook* (2nd ed.). Thousand Oaks, CA: Sage Publications.

	<i>U/B/M^a</i>	<i>IVs^b</i>	<i>DVs^c</i>	<i>D/I/N^d</i>	<i>Model</i>
Mode	U	1: N		D	X
Median	U	1: O		D	X
Mean	U	1: I/R		D	X
Range & interquartile range	U	1: O		D	X
Standard deviation & variance (sd ²)	U	1: I/R		D	X
Standard error (SE) & confidence interval (CI)	U	1: I/R		I	X
Chi-square	B	1: N	1: N	N	X ↔ Y
Single factor analysis of variance (ANOVA): t-test	B	1: N (2 groups)	1: I/R	I	X → Y
Single factor analysis of variance (ANOVA): F-test	B	1: N (3 or more groups)	1: I/R	I	X → Y
Spearman rank-order coefficient (rho)	B	1: O	1: O	N	X ↔ Y
Pearson correlation	B	1: I/R	1: I/R	I	X ↔ Y
Bivariate regression	B	1: I/R	1: I/R	I	X → Y
Multiple-factor ANOVA	M	2 or more: N	1: I/R	I	
Multivariate ANOVA (MANOVA)	M	2 or more: N	2 or more: I/R	I	
Factor Analysis	M	2 or more: I/R	None (factors emerge)	D/I	
Multiple Regression	M	2 or more: I/R	1: I/R	I	

Logistic Regression	M	2 or more: I/R	1: N (2 groups)	I	
Discriminant Analysis	M	2 or more: I/R	1: N	I	
Canonical Correlation	M	2 or more: I/R	2 or more: I/R	I	
Cluster Analysis	M	2 or more: I/R	None (clusters emerge)	D/I	
Multidimensional Scaling	M	2 or more: I/R	None (dimensions are extracted)	D/I	
Structural Equation Modeling	M	1 or more: I/R	1 or more: I/R	I	

^aU = Univariate, B = Bivariate, M = Multivariate

^bIV(s) = Independent Variable(s), with number allowed and assumed level of measurement (N = nominal, O = ordinal, I/R = interval/ratio)

^cDV(s) = Dependent variable(s), with number allowed and assumed level of measurement

^dD = Descriptive statistic, I = Inferential statistic, N = Nonparametric statistic

A bracket indicates that two or more variates (linear combinations) may be formed from that set of variables as part of the multivariate procedure.