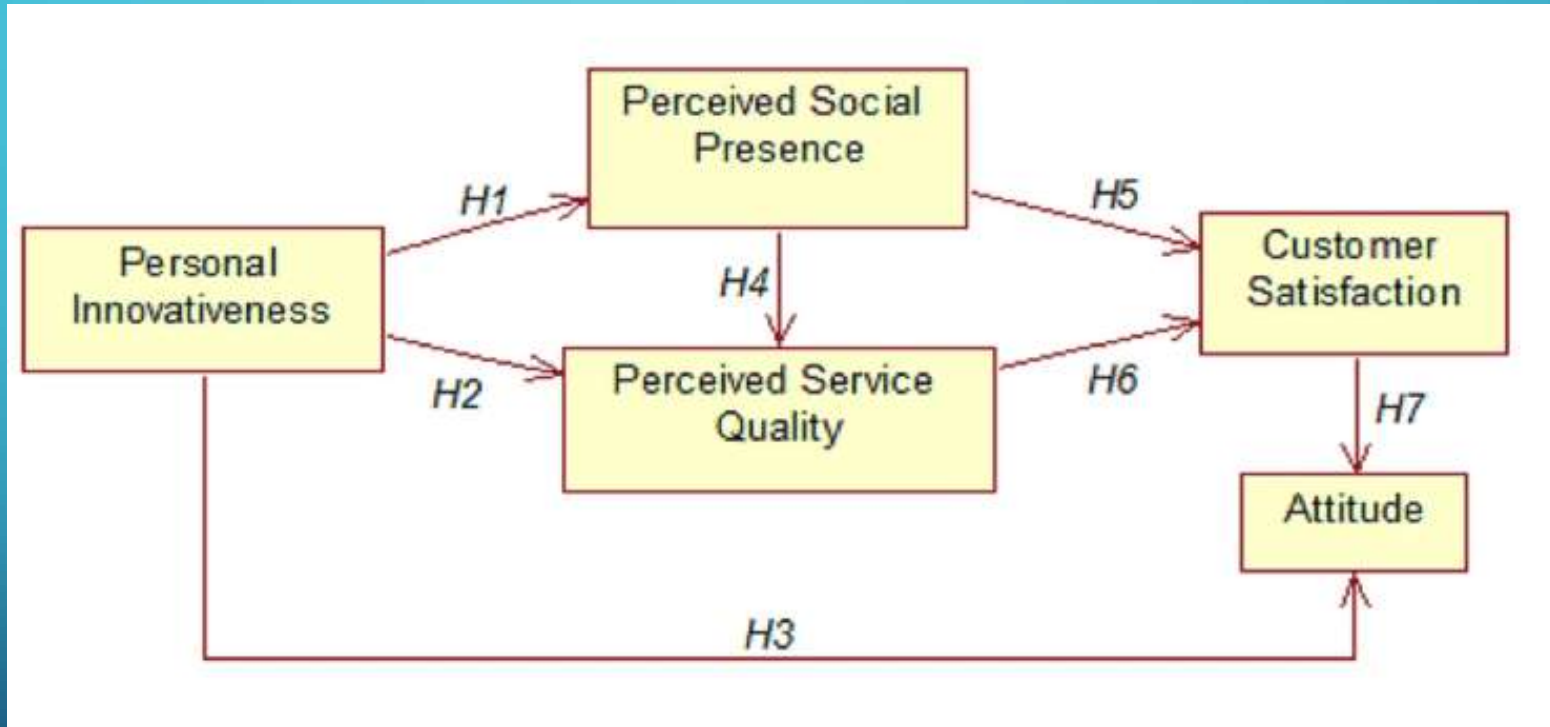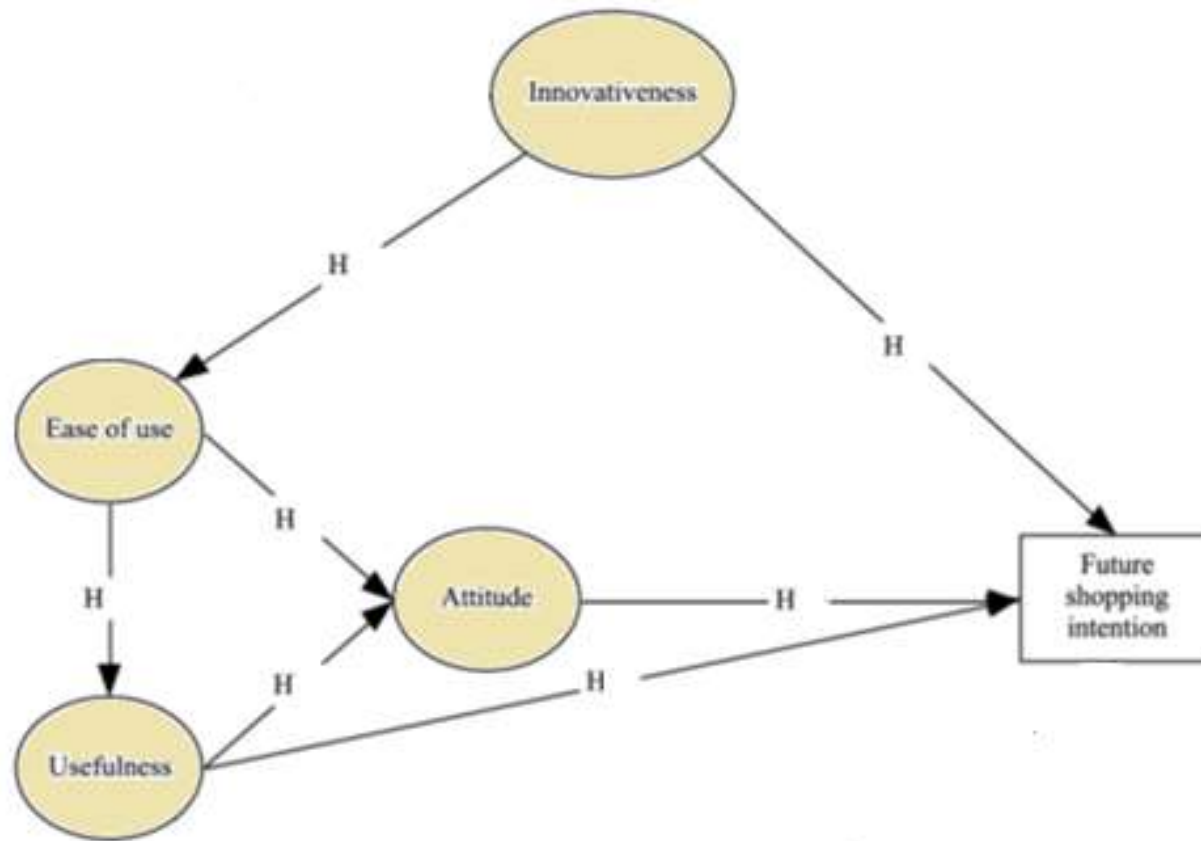# STRUCTURAL EQUATION MODELING WITH AMOS-- EXAMPLES

COM 631
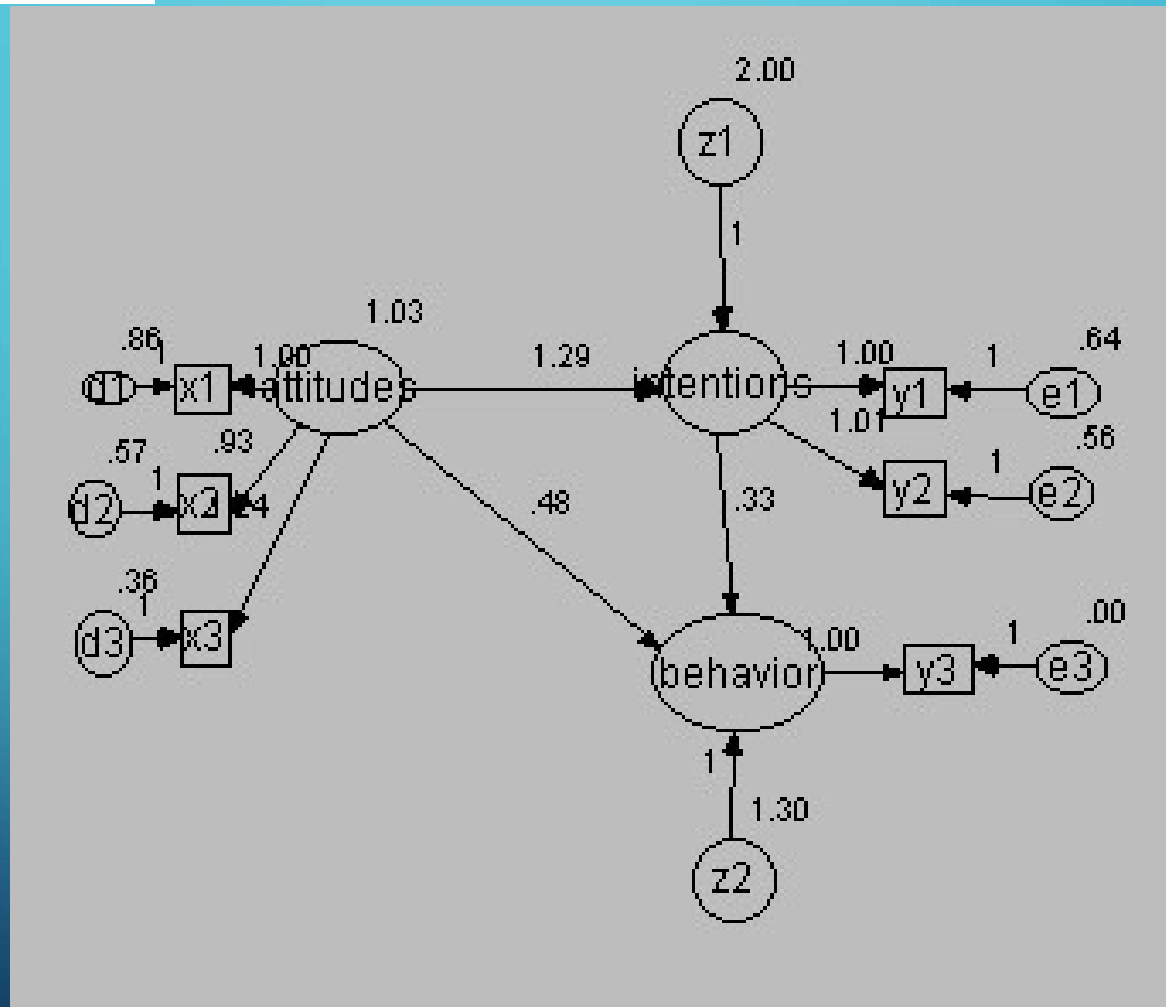
A conceptual model—before SEM
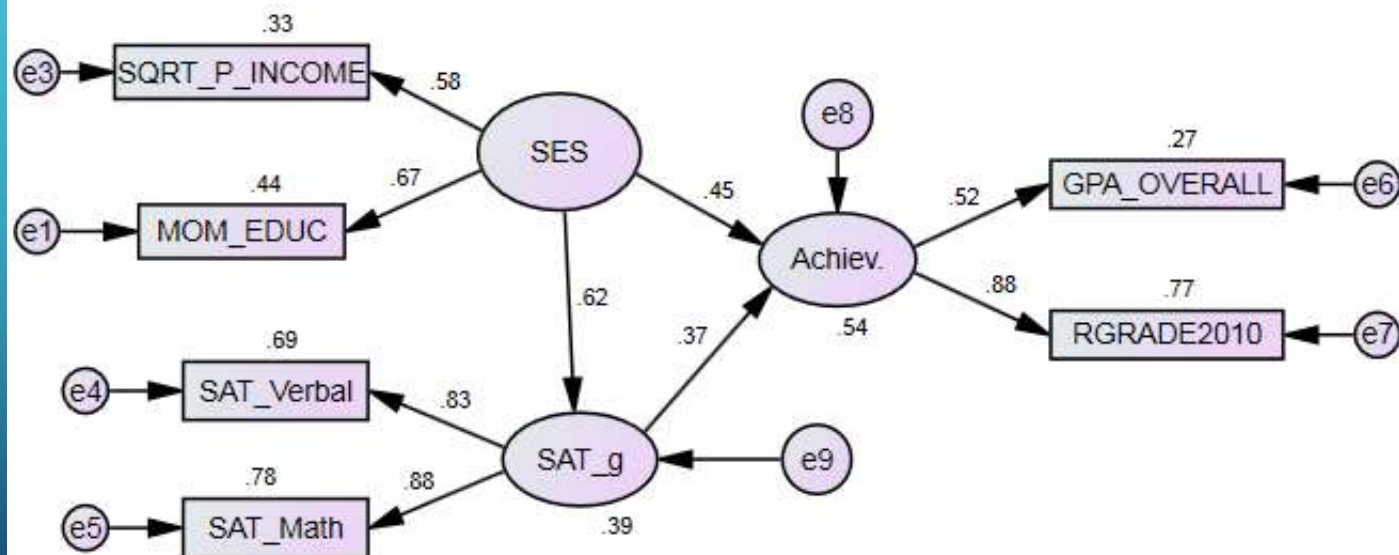
Another conceptual model—before SEM
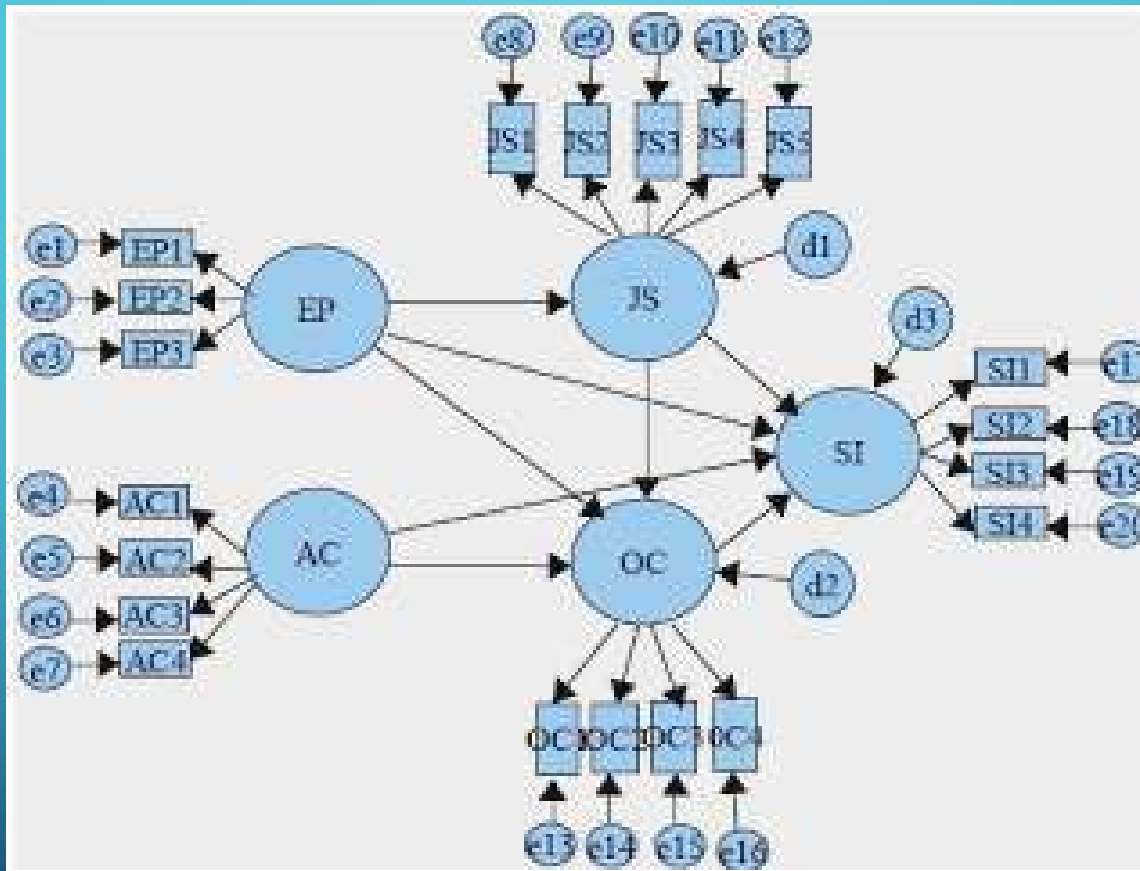
A basic SEM model

Another SEM model

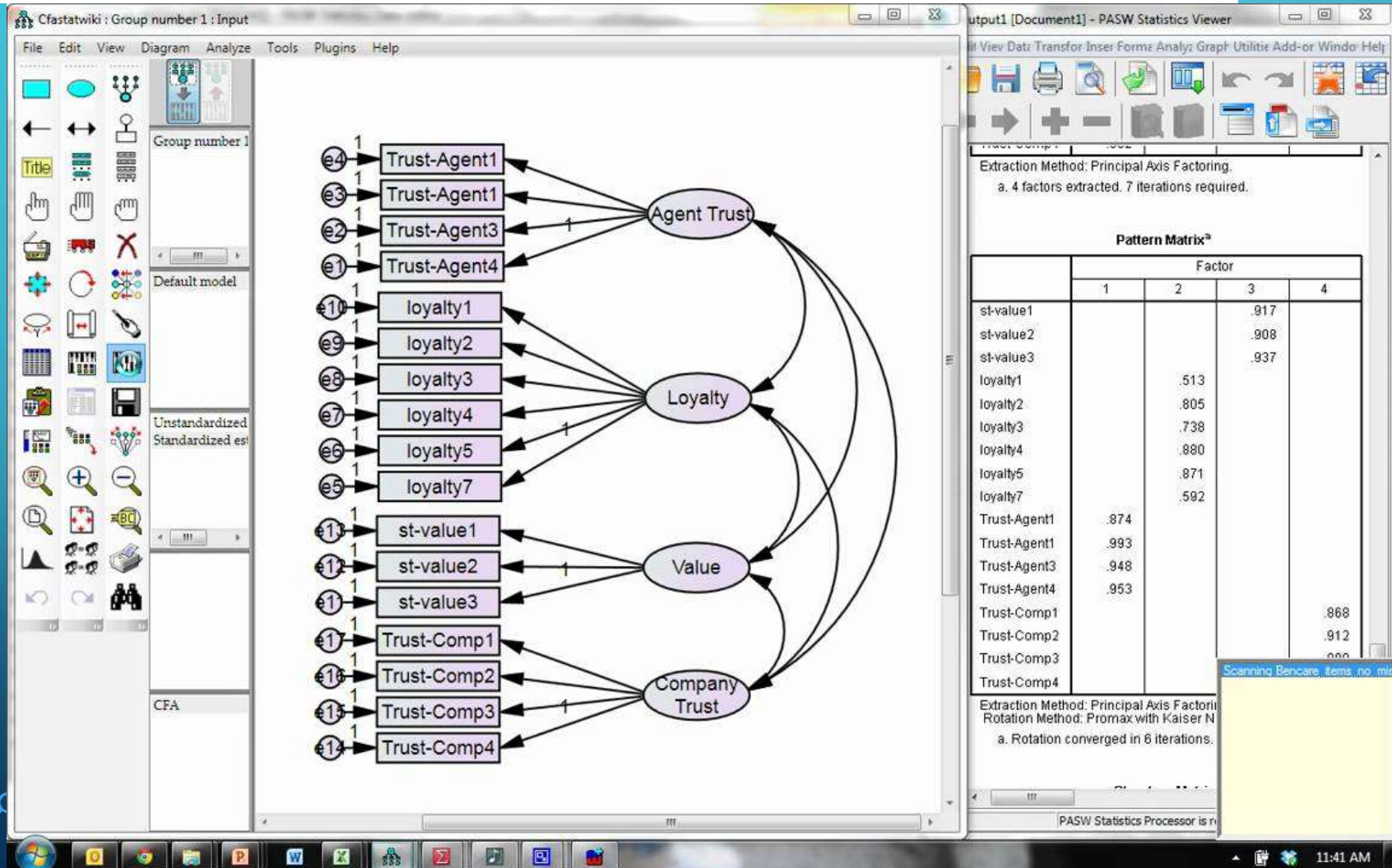Figure 1. DF=6, CMIN=12.342, CFI=0.993, RMSEA=0.025
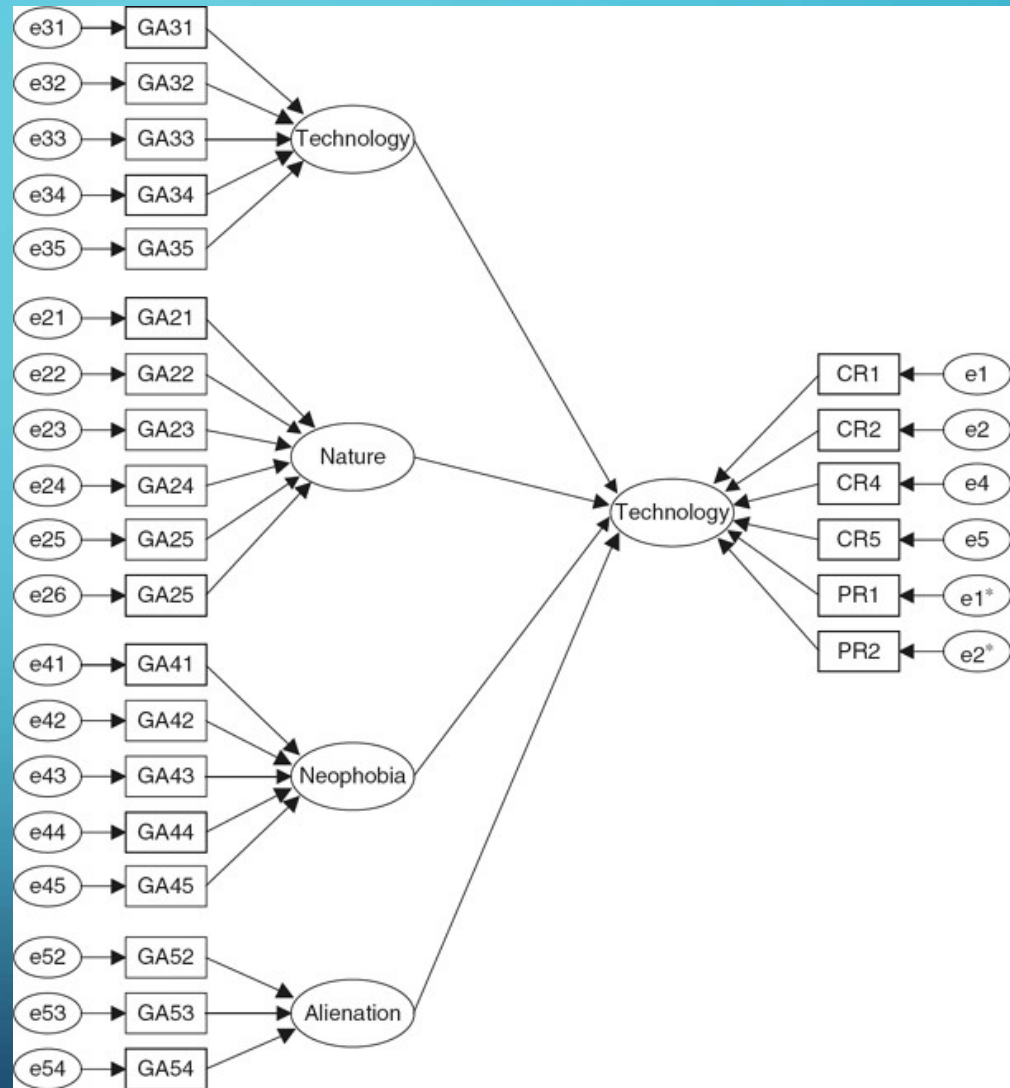
Another SEM model

SEM VS. OTHER MULTIVARIATE TECHNIQUES

- Remember that Hair et al. say that SEM is "an extension of several multivariate techniques we have already studied, most notably multiple regression and factor analysis."

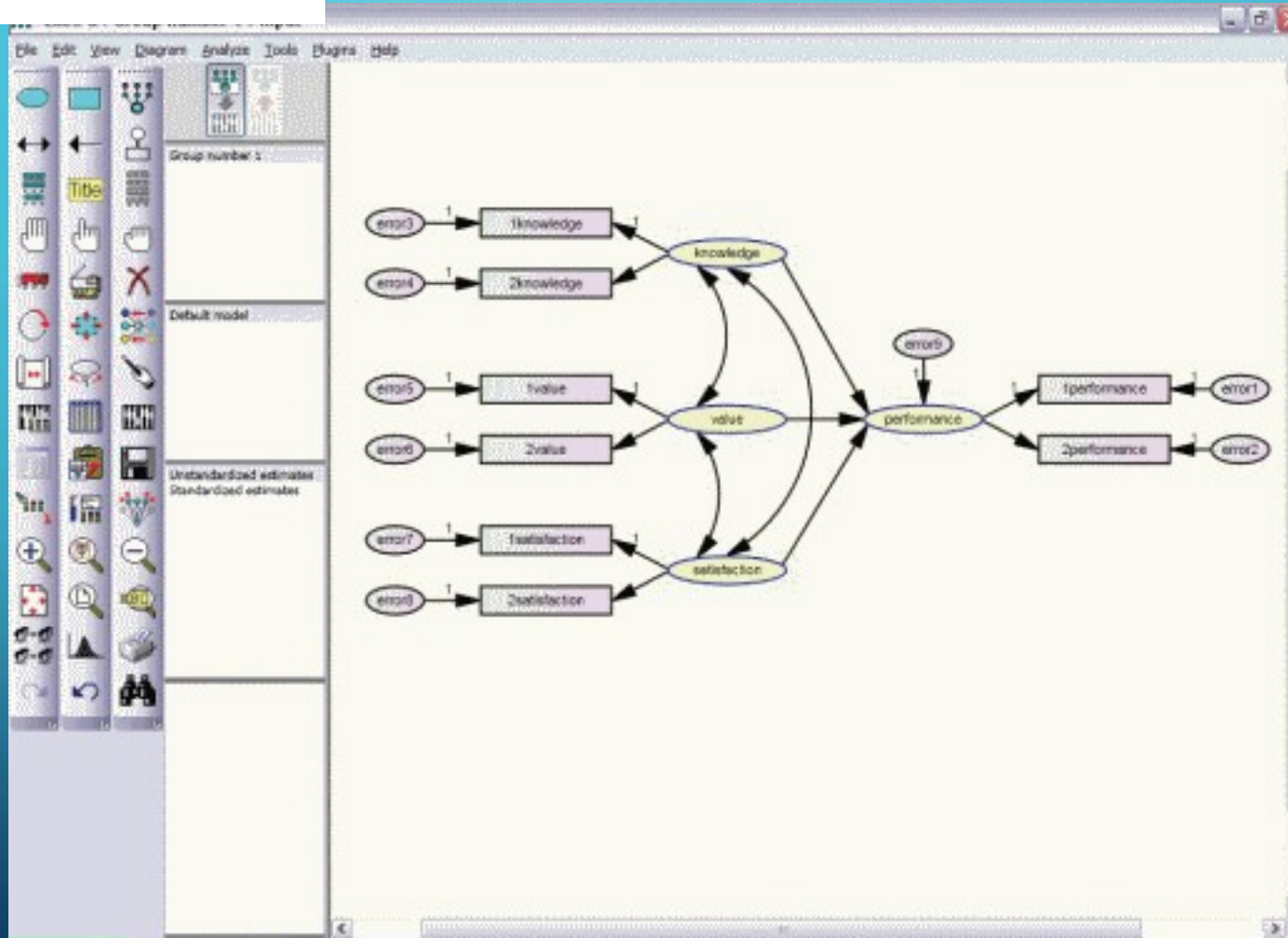# Using SEM to conduct CFI (confirmatory factor analysis)

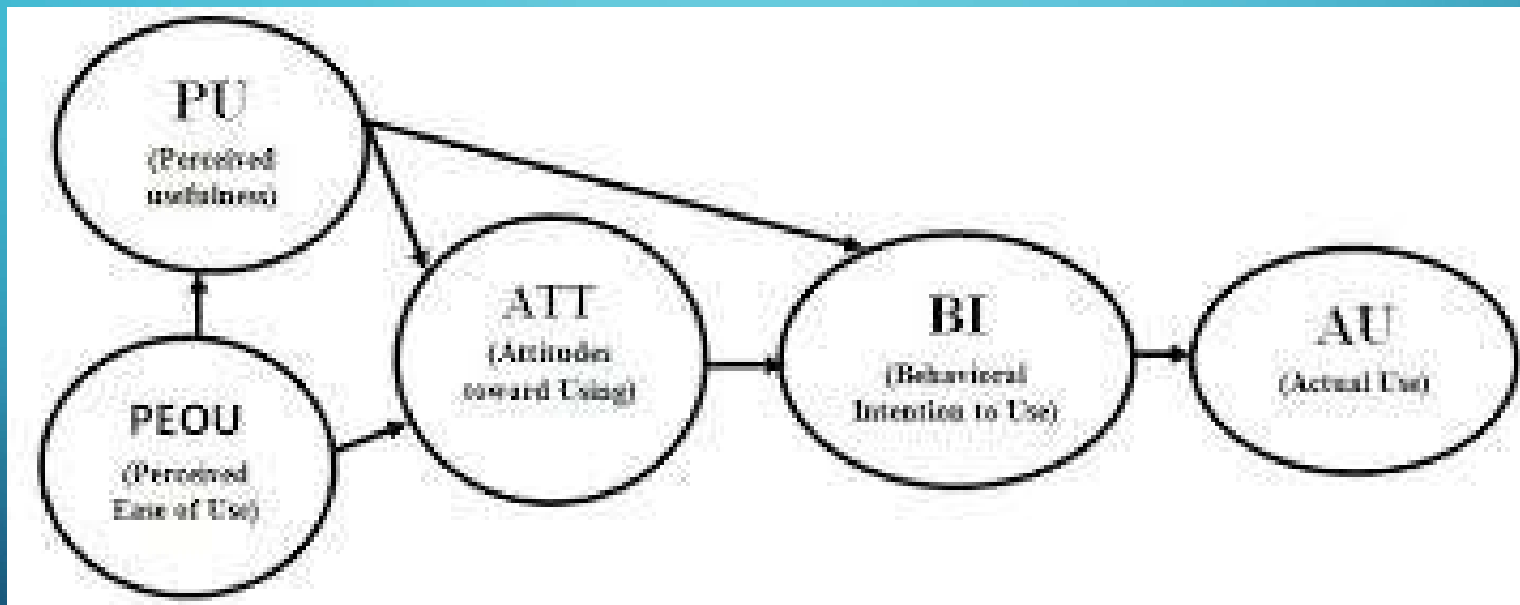Using SEM to conduct multiple regression …sort of

The four latent dependent variables should be connected by six double-headed arrows, but these are not shown in order to make the illustration clearer.
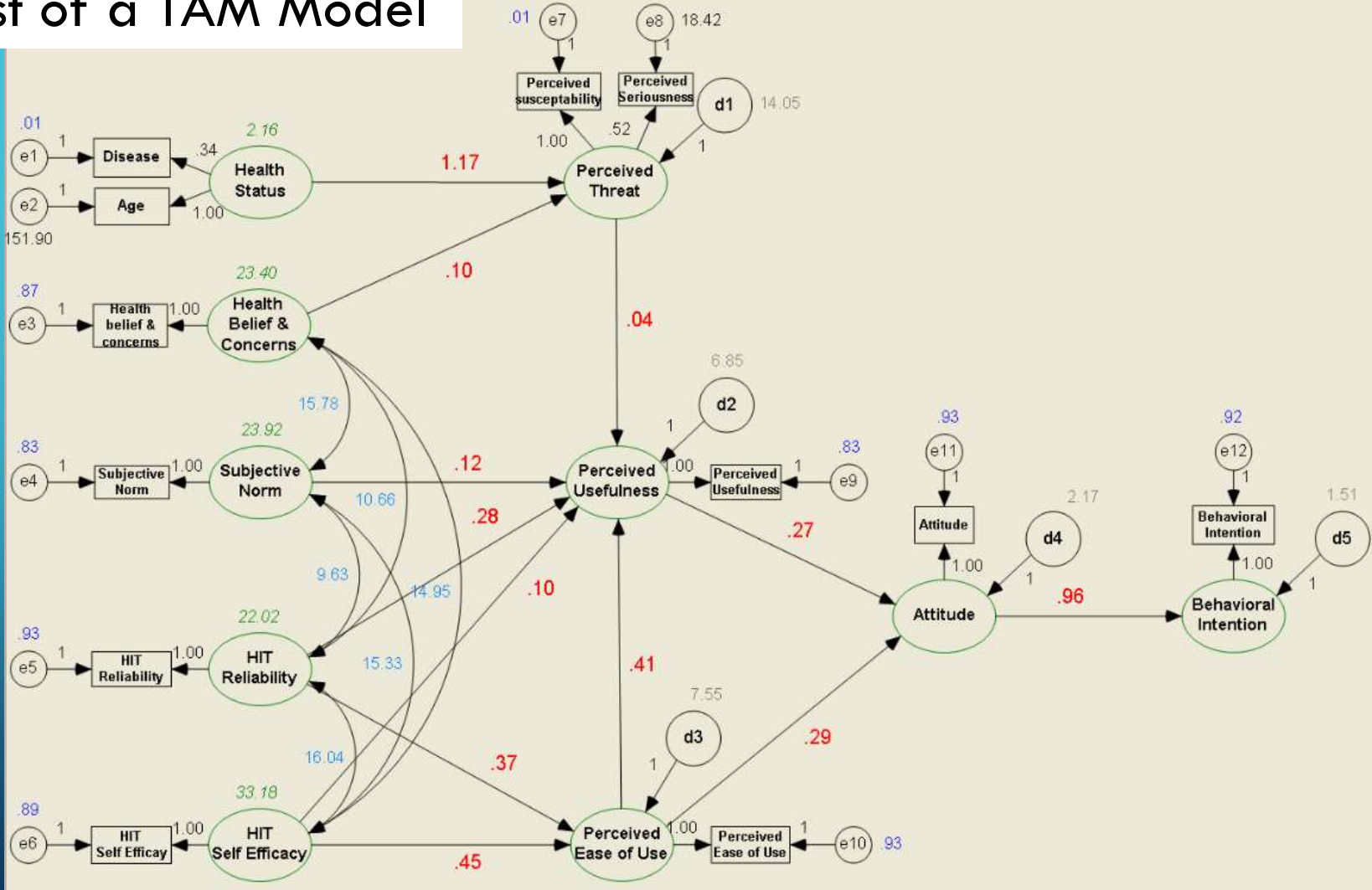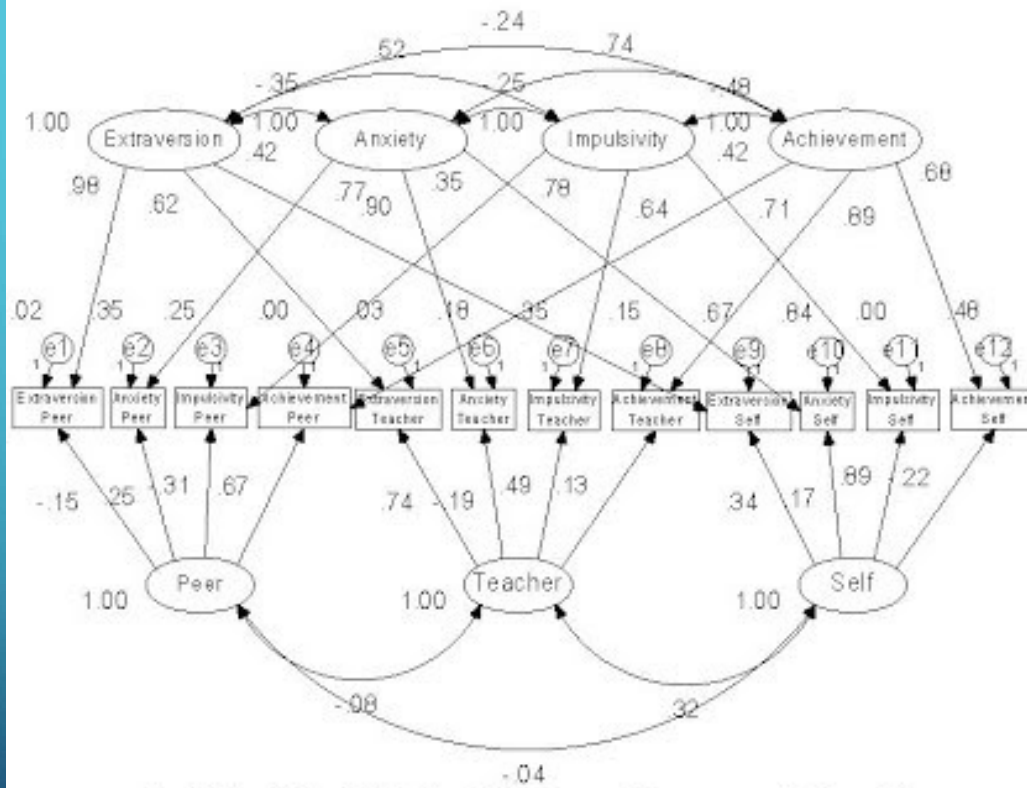
???

The conceptual mode for TAM (Technology Acceptance Model)

SEM test of a TAM Model

SEM model testing multi-traits

Multi-Trait Multi-Method Matrices- See page 99 Loehlin

Conceptual model before SEM
(from Neuendorf et al., 2009)

Note: Interaction 1 is between Newspaper and AfAm Identity;
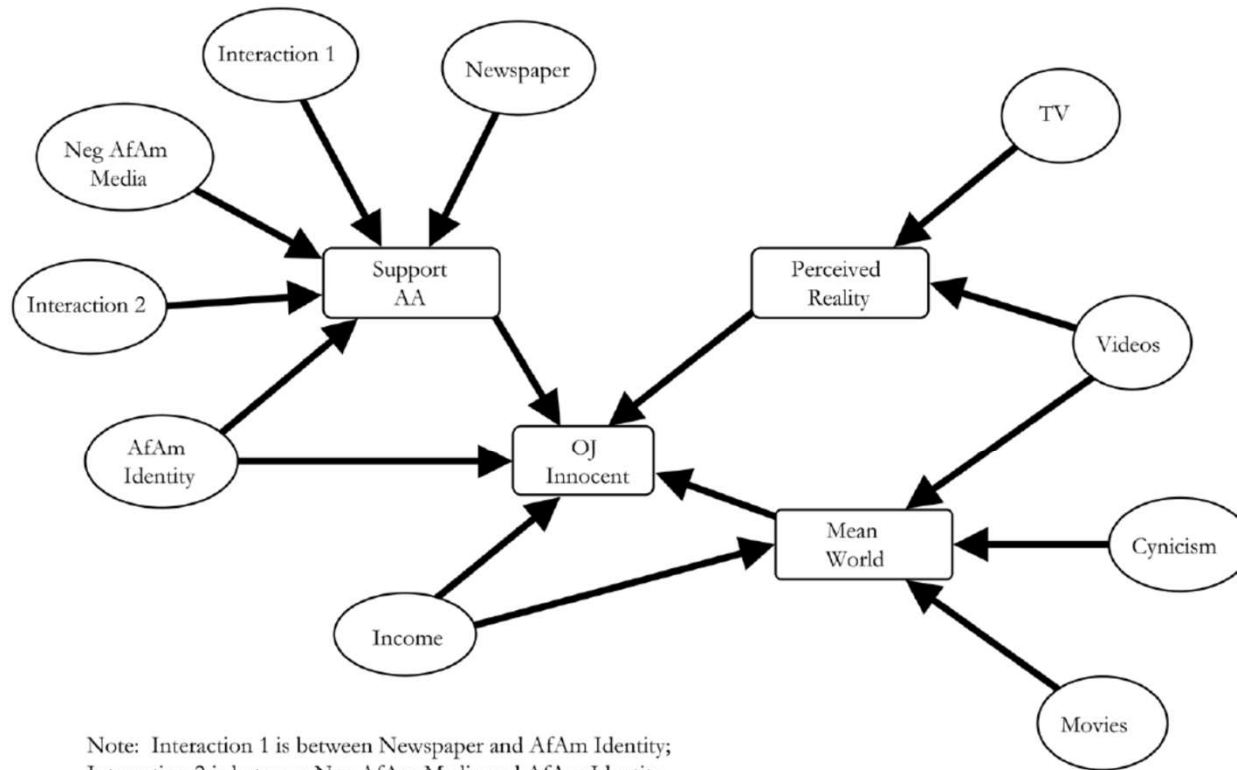Interaction 2 is between Neg AfAm Media and AfAm Identity

FIGURE 1 Hypothesized model predicting perceptions of O. J. Simpson's innocence of murder.

SEM model with results
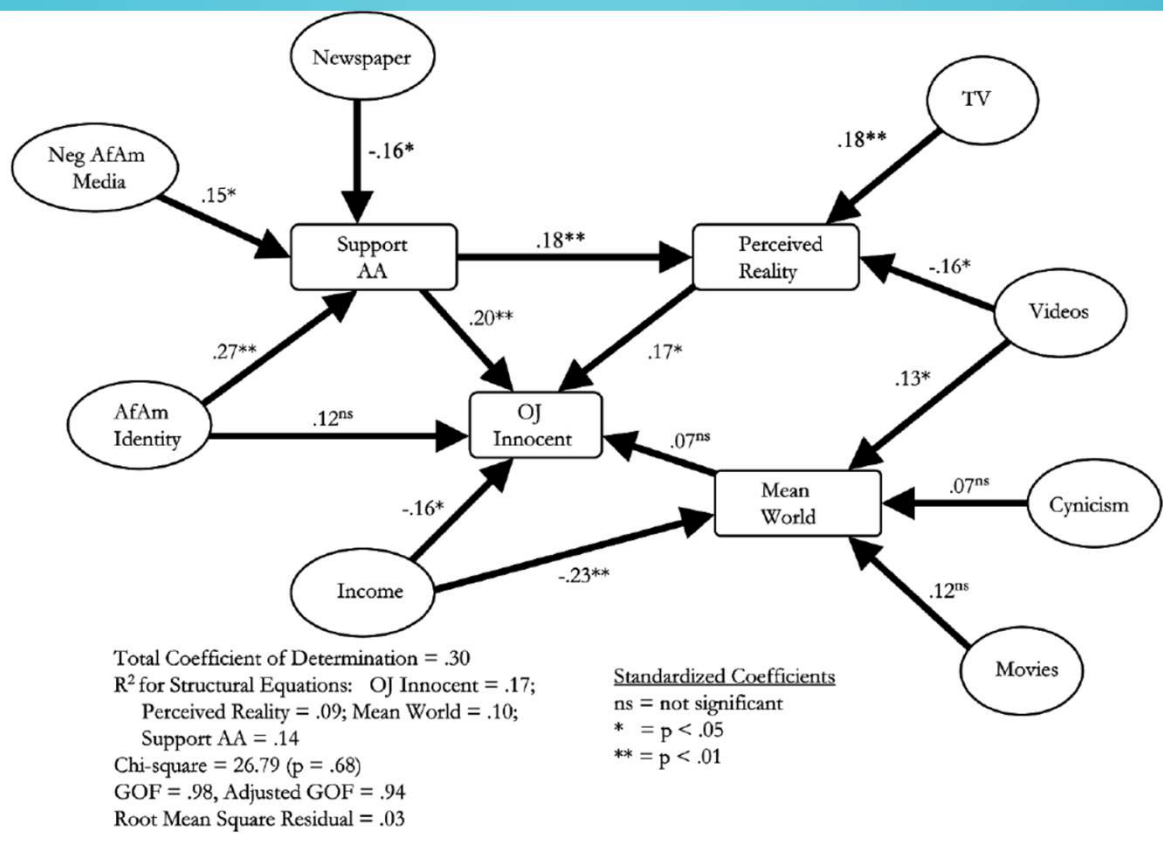(from Neuendorf et al., 2009)

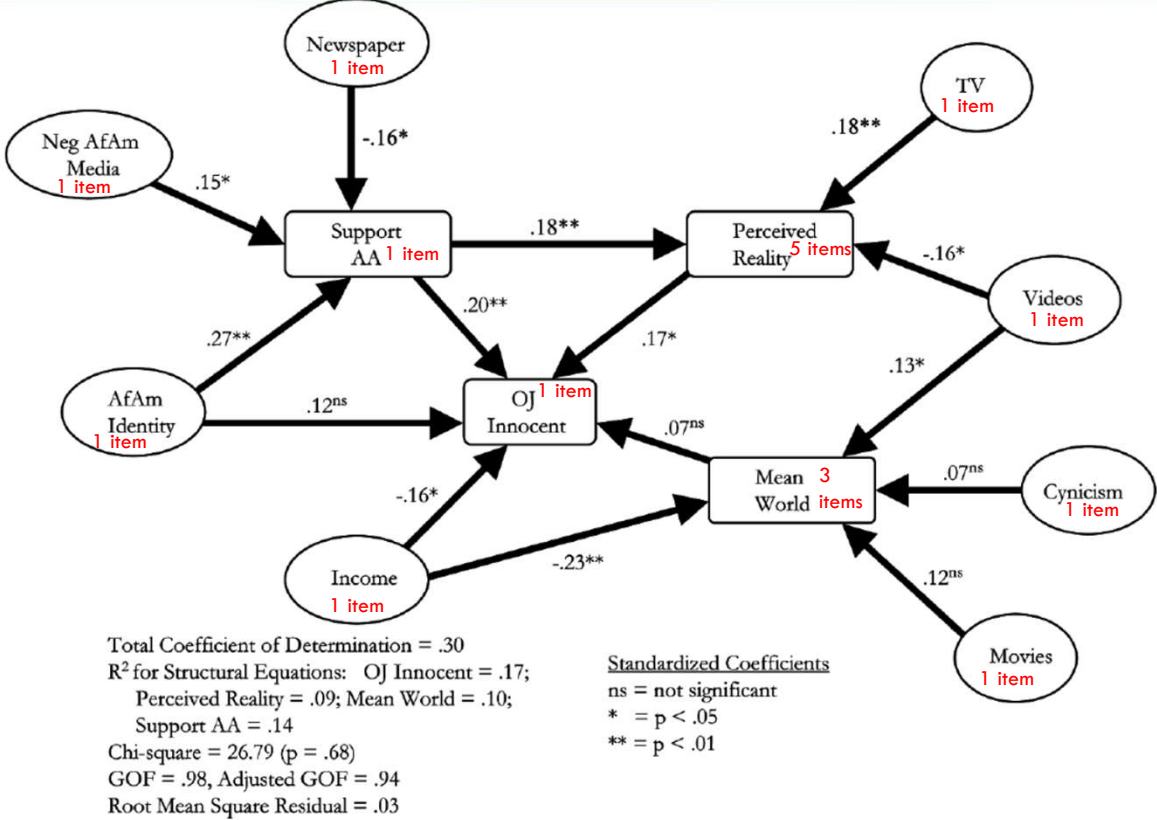FIGURE 2 Structural equation model predicting perceptions of O. J. Simpson's innocence of murder.

SEM model with results
(from Neuendorf et al., 2009)

FIGURE 2 Structural equation model predicting perceptions of O. J. Simpson's innocence of murder.

END