



The Multivariate Social Scientist: Introductory Statistics Using Generalized Linear Models

Graeme D Hutcherson, Nick Sofroniou

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Starting from simple hypothesis testing and then moving towards model-building, this valuable book takes readers through the basics of multivariate analysis including: which tests to use on which data; how to run analyses in SPSS for Windows and GLIM4; how to interpret results; and how to report and present the reports appropriately.

Using a unified conceptual framework (based around the Generalized Linear Model) the authors explain the commonalities and relationships between methods that include both the analysis of categorical and continuous data.

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