



Using SPSS for Windows and Macintosh: Analyzing and Understanding Data (5th Edition)

Samuel B. Green, Neil J. Salkind

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Will help anyone use SPSS to successfully analyze data, interpret results, and describe findings. This complete introductory guide to SPSS has been thoroughly updated for the software's latest versions for Windows and Macintosh. It has also been revised throughout for greater accessibility, simplicity, and ease of use. The book provides step-by-step walkthroughs of every basic SPSS and statistical technique, along with tips, examples, exercises, and extensive pedagogical support designed to promote rapid learning. Coverage includes: mastering the SPSS interface; creating and working with data files; defining and creating variables; working with data, charts, and output; univariate descriptive statistics; univariate and multivariate analyses; correlation, regression, and discriminate analysis; scaling and nonparametric procedures; and more. For everyone who wants to master the latest versions of SPSS. SPSS is used in a wide range of markets, including psychology and other areas of scientific research; marketing and surveys; financial services and insurance; education; government; telecommunications; and beyond.



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