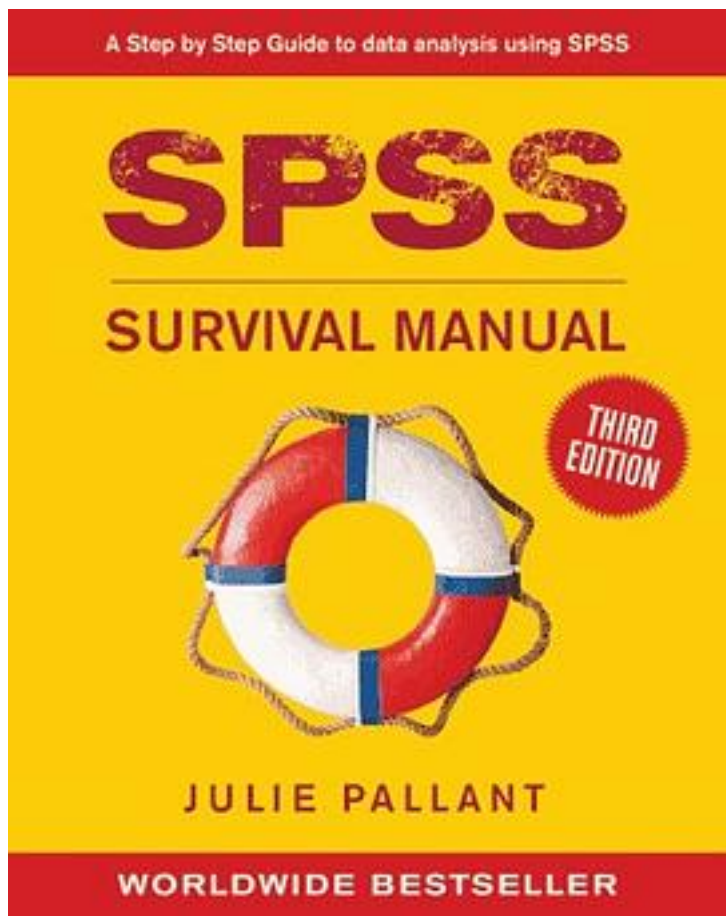


SPSS Survival Manual



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Review

"An excellent introduction to using SPSS for data analysis...extremely useful for undergraduate students, and covers a good range of material often not found in

competing texts. It provides a self-contained resource itself, with more than simply (detailed and clear) step-by-step descriptions of statistical procedures in SPSS. There is also a wealth of tips and advice, and for each statistical technique a brief, but consistently reliable, explanation is provided." - George Dunbar, University of Warwick
"This book is an excellent addition to the research methods literature. It presents the research process, research strategy and SPSS techniques in manageable steps offering clear advice, useful tips and discussion of relevant issues such as assumptions and effect size...this text is written in an encouraging and supportive style. I believe students will read and learn with this book."-David Cairns, Macquarie University, Australia" --This text refers to an out of print or unavailable edition of this title.

Review

"...commendable effort that fills a gap in the market ..." – Social Research News (Social Research News) --This text refers to an out of print or unavailable edition of this title.

Product Description

Praise for previous editions:. .

"This book really is a life saver ... If the mere thought of statistics gives you a headache, then this is the book for you." - Statistics student, UK. .

"I just wanted to say how much I value Julie Pallant's SPSS Survival Manual. Its quite the best text in SPSS Ive encountered and I recommend it to anyone whos listening!" - Professor Carolyn Hicks, Birmingham University, UK. .

"... one of the most useful functional pieces of instruction I have seen. So, gold star and thanks." - Instructional designer, USA

.. "There are several SPSS manuals published and this one really does 'do what it says on the tin' ... Whether you are a beginner doing your BSc or struggling with your PhD research (or beyond!), I wholeheartedly recommend this book." - British Journal of Occupational Therapy, UK

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Praise for the new edition: . .

"An excellent introduction to using SPSS for data analysis ... It provides a self-contained resource itself, with more than simply (detailed and clear) step-by-step descriptions of statistical procedures in SPSS. There is also a wealth of tips and advice, and for each statistical technique a brief, but consistently reliable, explanation is provided." - Associate Professor George Dunbar, Department of Psychology, University of Warwick, UK

.. In this fully revised edition of her bestselling text, Julie Pallant guides you through the entire research process, helping you choose the right data analysis technique for your project. From the formulation of research questions, to the design of the study and analysis of data, to reporting the results, Julie discusses basic and advanced statistical techniques. She outlines each technique clearly, with step-by-step procedures for performing the analysis, a detailed guide to interpreting SPSS output and an example of how to present the results in a report.

.. For both beginners and experienced SPSS users in psychology, sociology, health sciences, medicine, education, business and related disciplines, the SPSS Survival Manual is an essential guide. Illustrated with screen grabs, examples of output and tips, it is supported by a website with sample data and guidelines on report writing.

.. In this third edition all chapters have been updated to accommodate changes to SPSS procedures, screens and output in version 15. A new flowchart is included for SPSS procedures, and factor analysis procedures have been streamlined. It also includes more examples and material on syntax. Additional data files are available on the book's supporting website..

作者介绍:

About the Author

Julie Pallant has spent many years helping students overcome statistics phobia. She is currently a research coordinator in the Faculty of Medicine, Dentistry and Health Sciences at the University of Melbourne, Australia. Previously she has also worked as an applied statistics lecturer, counselling psychologist, and has taught psychology, statistics and research methods at a number of universities..

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评论

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书评

晚上看了一会儿，才发现有些低估了这本书。本身就技术而言，讲得不算深，涵盖的方法种类也不很多。但是，却在讨论分析技术之前，很言简意赅却不失精彩地讲述了数据分析之前真正重要的事情——研究设计。这本书绝不是其他众多SPSS类书籍的重复和替代。比如，第一章一开始的 ...

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