

C O N T E N T S

Series Editor's Introduction 5

1. Introduction 7

- How Clustering Methods Are Used 9
- Data Sets to Be Used as Examples 12
- A Few Cautions about Cluster Analysis 14

2. Similarity Measures 16

- Terminology 16
- The Concept of Similarity 17
- The Choice of Variables 19
- Similarity Measures 22
- Suggested Reading 33

3. A Review of Clustering Methods 33

- On the Nature of Clusters 33
- Hierarchical Agglomerative Methods 35
- Iterative Partitioning Methods 45
- Factor Analysis Variants 49
- Other Methods 50
- Determining the Number of Clusters 53
- Comparing Clustering Methods 59
- Suggested Reading 61

4. Validation Techniques 62

- Cophenetic Correlation 62
- Significance Tests on Variables Used
to Create Clusters 64
- Replication 65
- Significance Tests on External Variables 66
- Monte Carlo Procedures 66