

# CONTENTS

PREFACE	xv
HOW TO USE THIS BOOK	xxi
THANK YOU	xxv
SYMBOLS USED IN THIS BOOK	xxviii
A BRIEF MATHS OVERVIEW	xxx
1 WHY IS MY EVIL LECTURER FORCING ME TO LEARN STATISTICS?	1
2 THE SPINE OF STATISTICS	49
3 THE PHOENIX OF STATISTICS	105
4 THE IBM SPSS STATISTICS ENVIRONMENT	149
5 VISUALIZING DATA	197
6 THE BEAST OF BIAS	243
7 NON-PARAMETRIC MODELS	321
8 CORRELATION	373
9 THE LINEAR MODEL (REGRESSION)	411
10 CATEGORICAL PREDICTORS: COMPARING TWO MEANS	477
11 MODERATION AND MEDIATION	521
12 GLM 1: COMPARING SEVERAL INDEPENDENT MEANS	557
13 GLM 2: COMPARING MEANS ADJUSTED FOR OTHER PREDICTORS (ANALYSIS OF COVARIANCE)	615
14 GLM 3: FACTORIAL DESIGNS	651
15 GLM 4: REPEATED-MEASURES DESIGNS	695
16 GLM 5: MIXED DESIGNS	751
17 MULTIVARIATE ANALYSIS OF VARIANCE (MANOVA)	783
18 EXPLORATORY FACTOR ANALYSIS	823
19 CATEGORICAL OUTCOMES: CHI-SQUARE AND LOGLINEAR ANALYSIS	883
20 CATEGORICAL OUTCOMES: LOGISTIC REGRESSION	925
21 MULTILEVEL LINEAR MODELS	979
EPILOGUE	1029
APPENDIX	1033
GLOSSARY	1045
REFERENCES	1079
INDEX	1095