



Using SPSS for Windows and Macintosh: Analyzing and Understanding Data (4th 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: 12.0 for Windows and 11.0 for 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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