WEB PAGE FOR CHAPTER 23

SPSS ACTIVITY

Access Chapter 23 data file SPSS B and practise conducting a cluster analysis. This file contains mean scores on 5 attitude scales, age and salary data for 41 respondents. Write out an explanation of the results and discuss in class.

ANSWERS TO REVIEW QUESTIONS

Qu. 23.1 (b)

Qu. 23.2 (d)