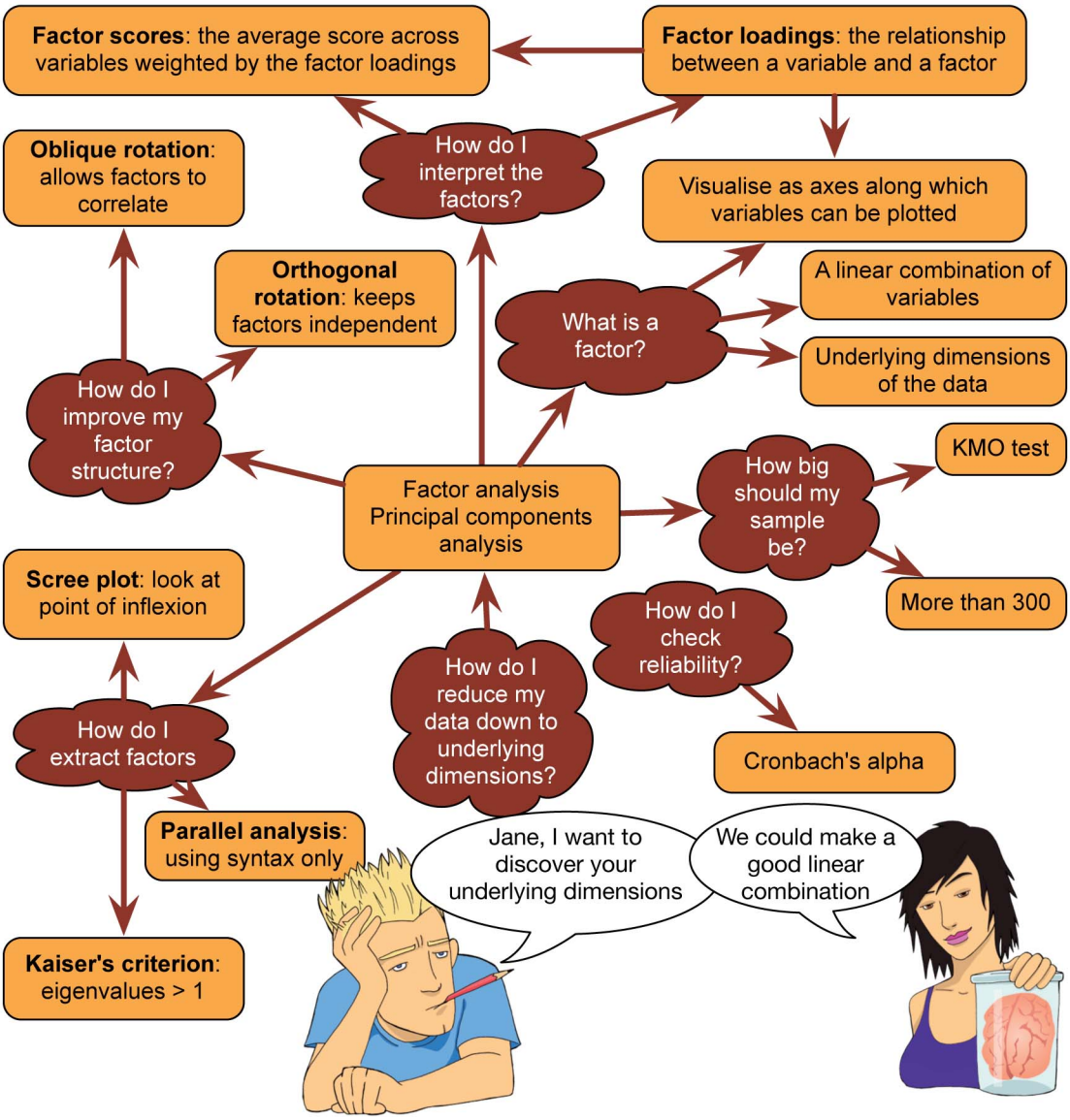
Factor scores: the average score across variables weighted by the factor loadings
Factor loadings: the relationship between a variable and a factor
Oblique rotation: allows factors to correlate
How do I interpret the factors?
Visualise as axes along which variables can be plotted
Orthogonal rotation: keeps factors independent
What is a factor?
A linear combination of variables
Underlying dimensions of the data
How do I improve my factor structure?
KMO test
Factor analysis Principal components analysis
How big should my sample be?
Scree plot: look at point of inflexion
More than 300
How do I check reliability?
How do I reduce my data down to underlying dimensions?
How do I extract factors
Cronbach's alpha
Parallel analysis: using syntax only
Jane, I want to discover your underlying dimensions
We could make a good linear combination
Kaiser's criterion: eigenvalues > 1