Chapter 7 "Dealing With Data" SPSS Tutorial

1. **Visit** the student website at for this textbook at www.sagepub.com/clowessentials.

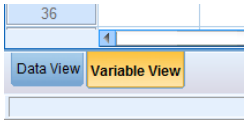
2. Read the "Statistics Review" section of chapter 7 if you haven't already done so.

3. **Download** the following files:
   "Chapter 07 Dealing with Data 1" (SPSS data file)
   "Chapter 07 Dealing with Data 2" (SPSS data file)

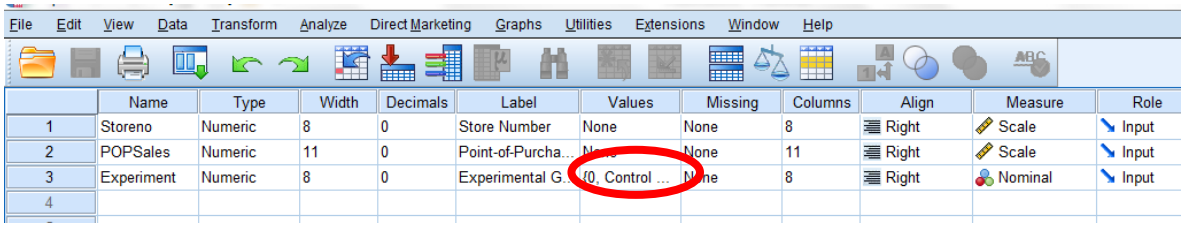
Independent Sample T-Tests

4. Open SPSS then open the data file named, *"Chapter 07 Dealing with Data 1"*. (If you need help, review the Dealing With Data instructions from chapter 2.)

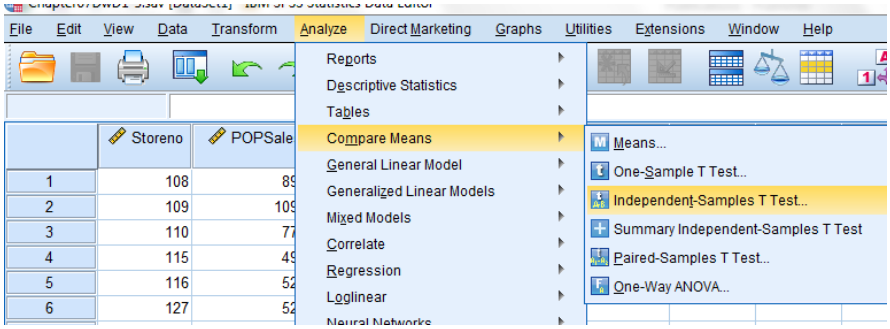
5. Click the VARIABLE label tab at the bottom left-hand side of the screen.



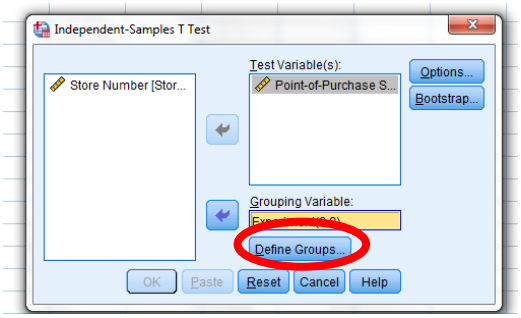
6. Review the different variables; in particular, take note of the VALUE LABELS for the variable named "Experiment". "Experiment" will be used as the grouping variable, and you'll need to know the numbers defining each group. Click the little grey box with the three dots circled at right to see these definitions.



7. From the top menu bar in SPSS, select ANALYZE > COMPARE MEANS > INDEPENDENT SAMPLES T TEST.

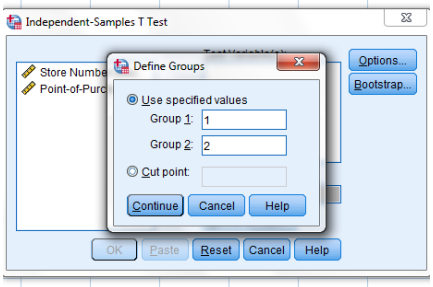


The pop-up box shown on the next page will appear.



8. From the left-hand box of variables, highlight the variable to be tested, "Sales with standard POP". Click the arrow next to the TEST VARIABLE box to move this variable to that window.

9. Next, select the "Experiment" variable from the left-hand box and click the lower arrow next to the GROUPING VARIABLE box.



10. Now click the "Define Groups" button. The following pop-up box will appear.

11. In step 6 you were asked to note the values that defined the control and experimental groups for this variable. Enter the number designating the control group as group 1, and then enter the number designating the experimental group as group 2. Ignore the "Cut point" setting. This is used with ratio level variables (you can click HELP to learn more if interested).

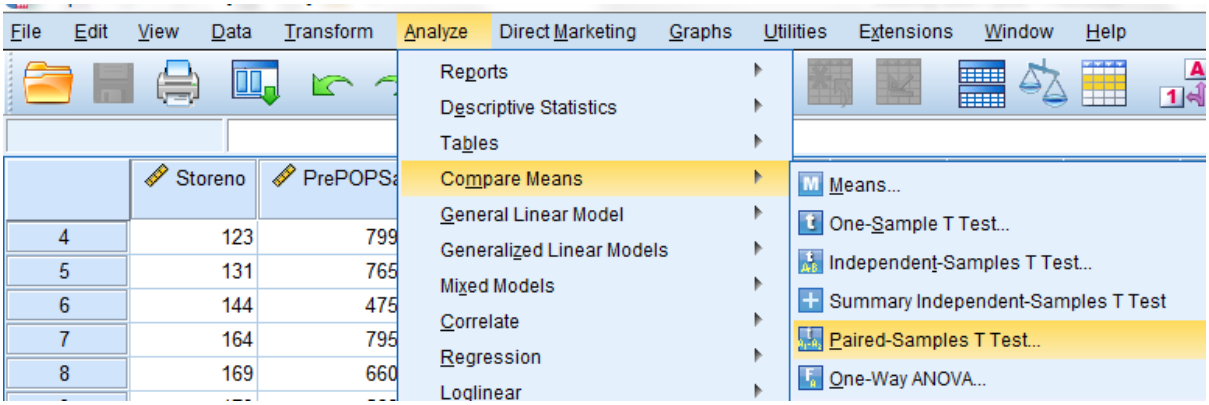
12. Click the CONTINUE button. The OPTIONS button controls how missing values are treated, and allows you to change the confidence level of the test (which defaults to 95%). It's unlikely you'll want to make changes, so click OK to run the independent samples t test.

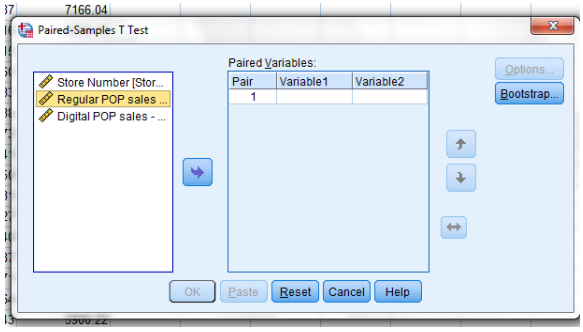
13. Read the Statistics Review for Chapter 7 if you have trouble interpreting the results.

Paired Samples T-Test

14. Open the data file named, *"Chapter 07 Dealing with Data 2"*.

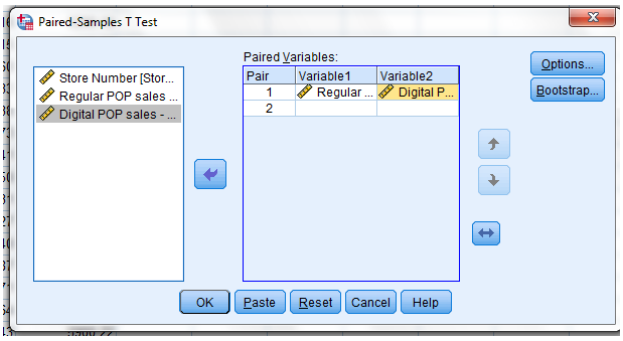
15. From the top menu bar in SPSS, select ANALYZE > COMPARE MEANS > PAIRED SAMPLES T TEST.





16. The Paired-Samples T Test pop-up box will appear as shown at left.

17. From the left-hand box of variables, highlight the PRE-TEST VARIABLE (Regular POP sales – 4 weeks) then click the arrow to assign it as Variable 1 of the pair.



18. Now select the POST-TEST variable (Digital POP sales – 4 weeks) and click the arrow to assign it as the second variable of the pair. The confidence level can be changed through the OPTIONS box, if desired.

19. When both variables are listed within PAIR 1, you can click the OK button to run the text.

20. If you need help interpreting the results, refer to the Statistics Review section of chapter 7.