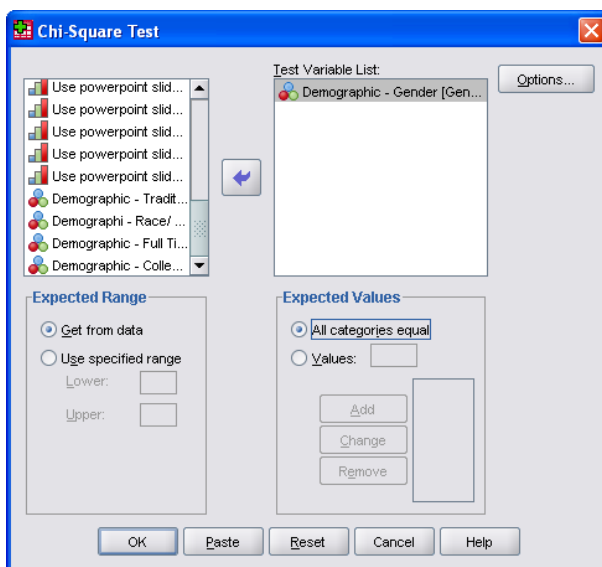
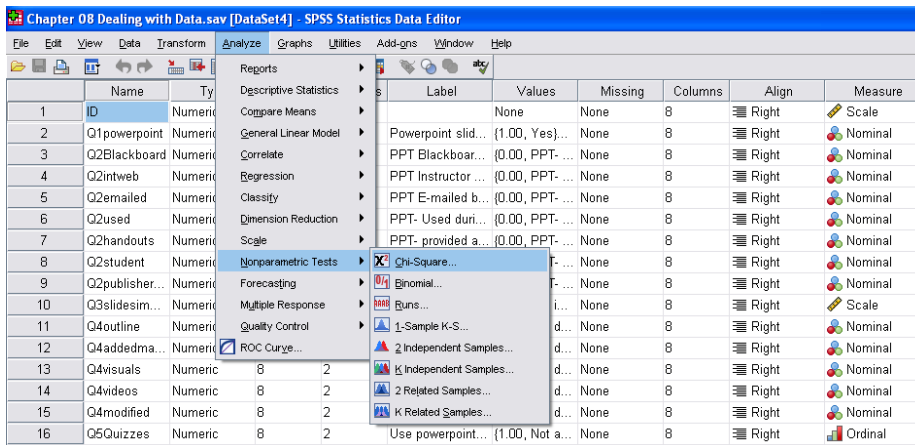


## Chapter 8 “Dealing With Data” SPSS Tutorial

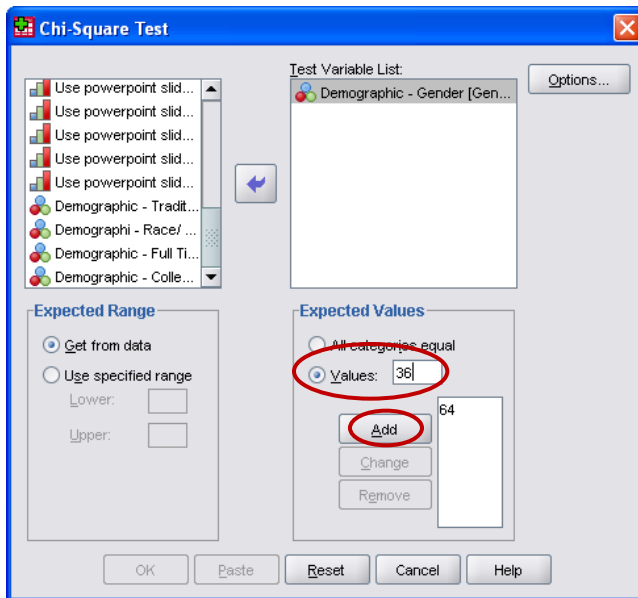
1. Visit the student website at for this textbook at [www.clowjames.net/students](http://www.clowjames.net/students).
2. Read the “Statistics Review” section of chapter 8 if you haven’t already done so.
3. Download the following files:  
 “Chapter 08 Dealing with Data” (SPSS data file)  
 “Chapter 08 Dealing with Data Survey” (SPSS data file)

### Chi-Square T-Tests

4. Open SPSS 17.0 then open the data file named, “Chapter 08 Dealing with Data”. (If you need help, review the Dealing With Data instructions from chapter 2.)



5. From the top menu bar in SPSS, select ANALYZE > NONPARAMETRIC TESTS > CHI-SQUARE.
6. Select the FIRST demographic variable to be tested (in this case, gender) from the variable box at left. Use the arrow button to move it into the TEST VARIABLE LIST.
7. Note that the chi-square test defaults to the condition where expected values between groups are equal. Review the population characteristics in Figure 8.13, on page 247 of the textbook.

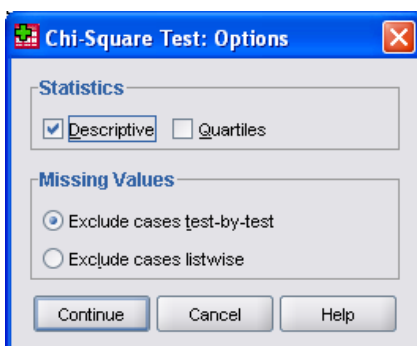


8. The population characteristics are NOT equal distributed for gender categories or for any other variable to be tested. This means that you will need to manually enter the EXPECTED VALUES.
9. In the EXPECTED VALUES section, click the button next "Values".
10. Enter the gender percentage expected for females – 64. Click the ADD button. Now enter the gender percentage expected for males – 36. Click the ADD button again.

**NOTE:**

The **order** in which the percentages are entered depends upon how the variable VALUE LABELS are defined. For example, in this data file, FEMALES are designated by the number 1, while MALES are designated by the number 2. If you entered the first expected values as 36, and the second expected value as 64, SPSS would interpret this as meaning that 36% of the sample should be female, while 64% is expected to be male. The results of that chi-square test would be misleading as it would not be testing the correct expected values for each gender.

It is strongly recommended that you check the VALUE LABELS of the remaining demographic variables to be tested, and verify whether or not they are listed in the same order as the population characteristics shown in Table 8.13.

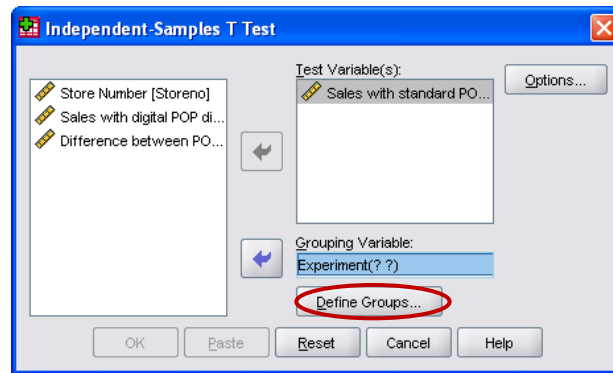


11. Now click the OPTIONS button.
12. Select the DESCRIPTIVE option to generate descriptive statistics.
13. Click the CONTINUE button.
14. Click OK to turn the Chi-square test.

15. REPEAT this process for EACH demographic variable. Make certain that you enter the expected values of the population, as shown in Table 8.13 on page 247. Reread the STATISTICS REVIEW section if you need help interpreting the data.

16. 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.

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



18. Now click the “Define Groups” button. The following pop-up box will appear.

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