

Chapter 9 “Dealing With Data” SPSS Tutorial

1. **Visit** the student website at for this textbook at www.clowjames.net/students.
2. Read the “Statistics Review” section of chapter 9 if you haven’t already done so.
3. **Download** the following files:
“Chapter 09 Dealing with Data” (SPSS data file)
“Chapter 09 Dealing with Data Survey” (SPSS data file)

Identifying Scale Types

4. Open SPSS 17.0 then open the data file named, “Chapter 09 Dealing with Data”. (If you need help, review the Dealing With Data instructions from chapter 2.) It is also recommended that you print out the “Chapter 09 Dealing with Data Survey”.
5. Begin by going through your print out of the survey questions and listing the type of scale next to each question. For example, the first question of the survey states:

In a typical week, how many times do you eat at a fast food restaurant? _____

There are no response options, so this is an open-ended question. Since it asks for a number, it is reasonable to assume that the question collects RATIO level data.

Questions which classify respondents into groups will use either nominal or ratio scales. If the categories are presented in an order from lesser to greater or vice versa, they would typically be considered ratio level scales. Ranking questions also collect ratio level data.

Interval level data is collected using scaled response questions in which the intervals between answer choices are perceived as being “equal” in distance from one another. An example is the LIKERT scale, which uses answer choices such as strongly agree, agree, neutral, disagree, and strongly disagree. The responses must be coded in a numerical order.

Running the Analyses

Each of the analyses required to answer the questions has been discussed in more detail in previous chapters. The challenge in this assignment is selecting the CORRECT test to answer each of the questions, then running and interpreting the test results. It may be helpful to review the SPSS Dealing with Data Instructions from one or more of the following chapters:

Chapter 4 – Frequencies, Descriptive Statistics, Creating and Editing Graphs

Chapter 5 – Frequencies, Creating/Editing Bar Charts from Frequencies, Means, Graphing Bar Charts of Separate Variable Means, Creating Crosstabs

Chapter 6 – One-sample t test, ANOVA, interpreting post-hoc ANOVA tests

Chapter 7 – Independent samples t-test, paired samples t-test

Chapter 8 – Chi-square