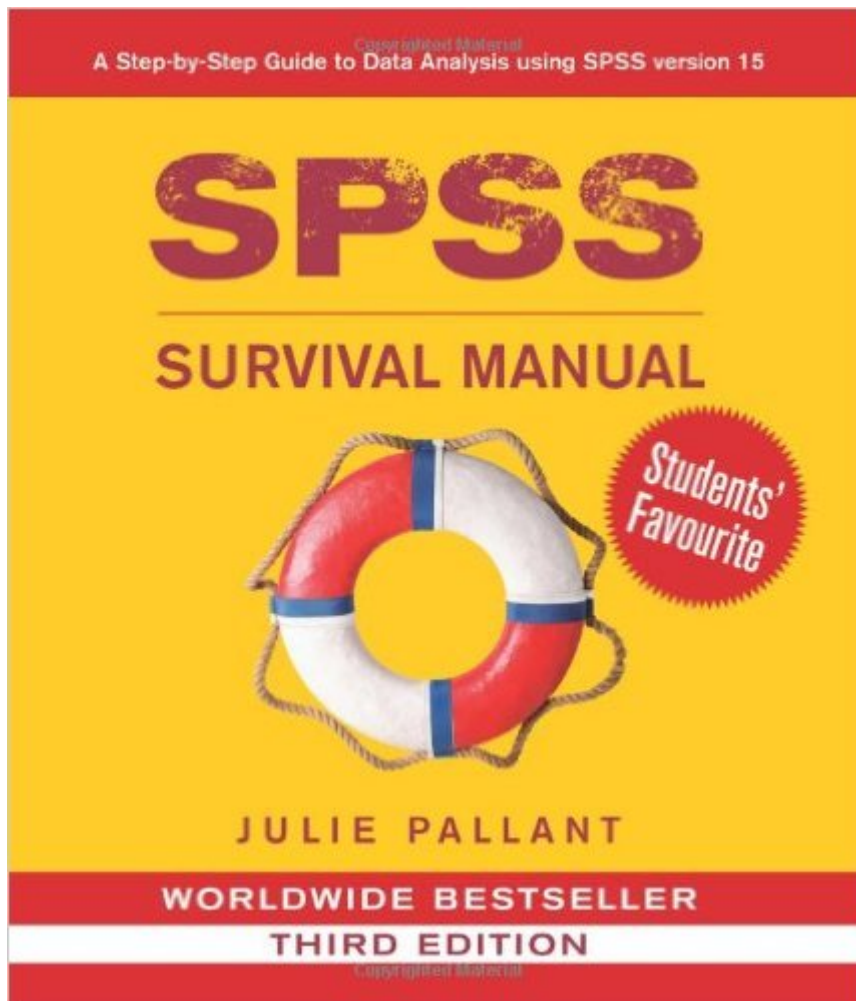


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SPSS Survival Manual: A Step By Step Guide To Data Analysis Using SPSS For Windows (Version 15), 3rd Edition



Synopsis

Praise for previous editions: "This book really is a life saver ... If the mere thought of statistics gives you a headache, then this is the book for you." - Statistics student, UK "I just wanted to say how much I value Julie Pallant's SPSS Survival Manual. It's quite the best text in SPSS I've encountered and I recommend it to anyone who's listening!" - Professor Carolyn Hicks, Birmingham University, UK "... one of the most useful functional pieces of instruction I have seen. So, gold star and thanks." - Instructional designer, USA "There are several SPSS manuals published and this one really does 'do what it says on the tin' ... Whether you are a beginner doing your BSc or struggling with your PhD research (or beyond!), I wholeheartedly recommend this book." - British Journal of Occupational Therapy, UK

Praise for the new edition: "An excellent introduction to using SPSS for data analysis ... It provides a self-contained resource itself, with more than simply (detailed and clear) step-by-step descriptions of statistical procedures in SPSS. There is also a wealth of tips and advice, and for each statistical technique a brief, but consistently reliable, explanation is provided." - Associate Professor George Dunbar, Department of Psychology, University of Warwick, UK

In this fully revised edition of her bestselling text, Julie Pallant guides you through the entire research process, helping you choose the right data analysis technique for your project. From the formulation of research questions, to the design of the study and analysis of data, to reporting the results, Julie discusses basic and advanced statistical techniques. She outlines each technique clearly, with step-by-step procedures for performing the analysis, a detailed guide to interpreting SPSS output and an example of how to present the results in a report. For both beginners and experienced SPSS users in psychology, sociology, health sciences, medicine, education, business and related disciplines, the SPSS Survival Manual is an essential guide. Illustrated with screen grabs, examples of output and tips, it is supported by a website with sample data and guidelines on report writing. In this third edition all chapters have been updated to accommodate changes to SPSS procedures, screens and output in version 15. A new flowchart is included for SPSS procedures, and factor analysis procedures have been streamlined. It also includes more examples and material on syntax. Additional data files are available on the book's supporting website.

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Customer Reviews

I will have to say this one, "SPSS Survival Manual" is the winner. I've owned this book and a few others on SPSS and or multivariate data analysis for several years. However, a friend of mine recently called me and asked me how to do a few less ordinary things in SPSS. After spending some time on the phone with him I decided to look back at these books and suggest/give one to my friend. I think the "SPSS Survival Manual" by Julie Pallant is somewhat of an easier read for the graduate student or market researcher who wants to quickly look up a certain how-to topic for SPSS. "Discovering Statistics Using SPSS for Windows" by Andy Field, on the other hand goes into more detail on the statistics behind the techniques in SPSS. This one reads a little more like a text book though and can be a bit dry/technical unless this is your thing. I tested the two by seeing which would do a better job of explaining how to conduct a Factor Analysis (PCA) in SPSS. "Discovering Statistics..." by Andy Field would have lost my friend right away, and by page three or four is listing formulas and quadrant plots. "SPSS Survival Manual" by Pallant on the other hand got into the 'how to' part rather quickly with clear to follow examples. If you're like my friend/more into getting it done quickly and correctly without getting bogged down with the academic detail, then definitely purchase the "SPSS Survival Manual". If on the other hand you're not scared of a little extra math/statistics and have the extra time, you may want to think about "Discovering Statistics". However, for the hard core multivariate analytics people, neither of these books will do. I would suggest something like "Multivariate Data Analysis" by Hair, Anderson, Tatham, & Black. This goes a few steps beyond Andy Fields Book. Hope this helps someone. Tom Anderson Anderson Analytics, LLC

Anyone wanting to use SPSS just MUST get this book - especially if you are working on your dissertation! She makes it easy and understandable with her step by step process. Unless you are a

super-sophisticated statistician, you will be so glad you got this book! I have recommended it to my other doctoral cohorts and they agree with me - even my chairperson of my committee who is a statistical genius highly recommends it!

I bought this book based on a recommendation from my advisor. It is a great way for SPSS users to find out how to go about conducting the analysis that they need to do. The help function in SPSS is not terribly helpful, and the manual that can be purchased for a lot of extra money is so large and cumbersome that it is also not much help. This book makes SPSS much easier to use.

Good overall, but no advanced information on syntax or special situations or designs. Screenshots and interpretations are helpful. Just don't expect anything too detailed. Would probably be helpful for MA students and beginning PhDs. As a doctoral candidate, it didn't quite include everything I had hoped. Still, useful and it'll stay on my bookshelf to be pulled out now & again when I'm working with unfamiliar but basic designs or writing up results. Does a nice job including assumptions for the model, how to check them, and how to interpret them--without too much jargon :)

This book is a must for anyone who is having difficulty with SPSS and statistics. I have just used it from cover to cover and I have to say I even enjoyed doing the statistics for my Masters thesis. Thank you so much to Julie for producing this book it is gold. Cara

Pallant manages to explain fairly advanced statistical concepts like multiple regression, analysis of covariance, factor analysis and others, using SPSS. You don't have to be a stats major to be able to gainfully master SPSS. It does the computational heavy lifting. The point of this book is to learn the broad meaning of these concepts and how to interpret the results SPSS returns. The "Survival Manual" part of the title refers to what Pallant considers to be the salient features that you should learn. The text is deliberately not aiming to be a comprehensive walk through of all that SPSS can do.

This book is the absolute bible for SPSS users and the book's cover picture says it all- a true life saver. Without this book I would not be graduating with a doctoral degree.

I have searched and read some SPSS books and I consider the SPSS Survival Manual the best book for the first SPSS course to learn SPSS. There are several reasons. First, the book is very

concise and the author guides you step-by-step to learn how to use SPSS menu. Unlike some books that describe the SPSS use in a very wordy way, this author guides you through how to perform a t-test in several steps, for instance, and then shows you how to interpret the output in a detailed manner. The book is about 330 pages and contains many SPSS outputs, and thus it is possible to finish in a short time.~Second,the author covers essential statistics that you would encounter in the beginning of the statistics class. Beside that the part one (Getting started) and part two (Preparing the data file) include how to manipulate data, the part three (preliminary analyses) and part four (Statistical techniques) include descriptive statistics and correlation, multiple regression, factor analyses, t-test, one-way ANOVA, two-way ANOVA, MANOVA, ANCOVA, and non-parametric statistics. You will have a general idea about the applied statistics once you go through the book. There are some limitations about this book. First, the book is in a spiral binding (not paper or hardcover) and thus is easy to damage the book cover (although it is easy to open and read). Second, I wish that this book also include more advanced statistics such as ROC, Time Series, and Survival analysis. But I guess that it is beyond the scope of this book. Otherwise, that would be nice. Therefore, I personally strongly recommend this book for someone who would like to get into SPSS. This book will save you plenty of time.

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