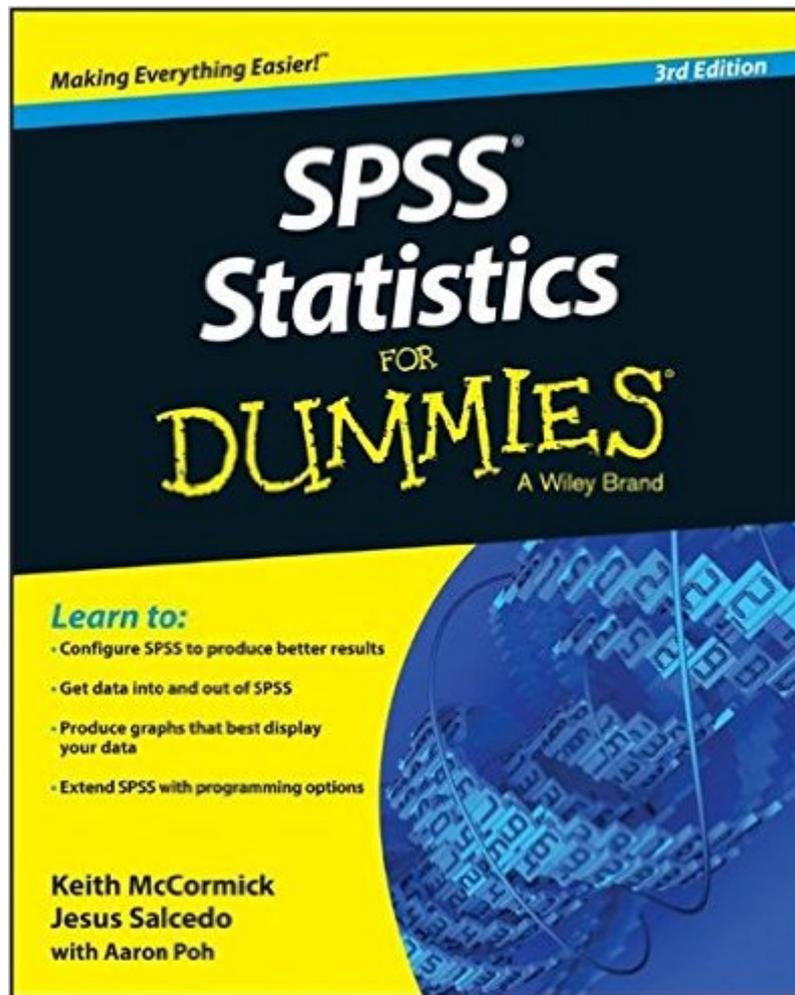


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SPSS Statistics For Dummies



Synopsis

The ultimate beginner's guide to SPSS and statistical analysis SPSS Statistics For Dummies is the fun and friendly guide to mastering SPSS. This book contains everything you need to know to get up and running quickly with this industry-leading software, with clear, helpful guidance on working with both the software and your data. Every chapter of this new edition has been updated with screenshots and steps that align with SPSS 23.0. You'll learn how to set up the software and organize your workflow, then delve deep into analysis to discover the power of SPSS capabilities. You'll discover the mechanics behind the calculations, perform predictive analysis, produce informative graphs, and maximize your data, even if it's been awhile since your last statistics class. SPSS is the leading statistical software for social sciences, marketing, health care, demography, government, education, data mining, and more. This powerful package gives you the tools you need to get more out of your data, and this book is your beginner-friendly guide to getting the most out of the software. Install and configure SPSS and learn the basics of how it works Master the process of getting data into SPSS and manipulating it to produce results See how to display data in dozens of different graphic formats to fit specific needs Make SPSS manufacture the numbers you want and take advantage of the many analysis options Discover ways to customize the SPSS interface and the look of your results, edit graphics and pivot tables, and program SPSS with Command Syntax Statistical analysis is crucial to so many industries, and accuracy and efficiency are crucial. SPSS offers you the capability to deliver, but you still must know how to take utmost advantage of the tools at your fingertips. SPSS Statistics For Dummies shows you how to handle data like a pro, with step-by-step instruction and expert advice.

Book Information

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Customer Reviews

First, let's be clear about the subject of this book. It's a primer on the product that is now officially called IBM SPSS Statistics, and which is usually known as just SPSS (and that's what I'm going to call it for the rest of this review). Don't confuse it, as many people do, with other IBM SPSS products. Despite the name, this book isn't all about statistics. A significant portion of the book discusses statistical analysis and how it is done with this particular software, but that's not the primary focus. The real subject of the book is the ins and outs of using the software. Statistical analysis is there, yes. And so are many other fundamental skills ranging from installing the software and navigating the graphic user interface to data manipulation to programming and automation. These skills are neglected by most people who pick up the product on their own, and that's a shame, because if you don't know this stuff you can waste a heap of time, and get a lot less than the full value of SPSS. Let me explain where I'm coming from. I was an employee of SPSS (the company) for 13 years, where I taught both basic and advanced SPSS classes (among other things). I've written books on statistics and data mining, and loads of training and marketing materials for SPSS (the product). And I've read a lot, and I mean a LOT, of books on this subject. The title says 3rd edition, but this is not a rehash of earlier editions. It's a fresh new book, with new and expert authors. I can vouch for the credentials of the primary authors, Keith McCormick and Jesus Salcedo. Keith McCormick has been an SPSS consultant and trainer for more than a decade. He's the primary author of IBM SPSS Modeler Cookbook, an advanced-level book about another IBM product line (I am one of the coauthors of that book). Jesus Salcedo leads analytics training at an IBM partner company, and he was a member of the IBM training staff, and also the staff of SPSS before it was acquired by IBM. If you've never touched SPSS before, this is a good book to get you started. It starts from the very beginning, with software installation, and works methodically through the operational skills that give you control and efficiency. It explains the various windows and menus, the purpose of each and how to make the most of them. It covers the ins and outs of working with data in SPSS, and that includes many useful techniques that you will not find in spreadsheets or most other data analysis tools. It discusses use of SPSS syntax and other programming options that provide fine

control and automation for your work. The book is organized into 8 parts:

1. Getting Started with SPSS. This is the introduction. It tells about what SPSS is and how to install it, then walks through a sample statistical analysis example.
2. Getting Data in and out of SPSS. Not just data import and export, but also how data is defined in SPSS, and what that means to you.
3. Messing with Data in SPSS. Data transformation and manipulation. File manipulation. This section explains time and aggravation savers that many people miss.
4. Graphing Data. Explains graphics options from the menu and chart editor.
5. Analyzing Data. Covers the mechanics of techniques ranging from basic descriptive statistics (like sums and means) to testing hypotheses such as comparing means of groups (think chi-square, t-test and Analysis of Variance) to linear regression. The range of methods included is about the same as you'd find in an introductory college statistics class. Along with the step-by-step, the authors have included some explanatory material for each technique. It's brief, solid stuff. (This section runs about 60 pages.)
6. Making SPSS Your Own. This goes into detail on controlling product settings. It also gives more depth on editing charts and tables and creating chart templates.
7. Programming SPSS with Command Syntax. How to get started using SPSS syntax, the programming language behind the menus.
8. The Part of Tens. Explains the family of add-on modules for SPSS, plus learning resources and inspiration for further developing your skills.
9. There's a glossary, too.

You may not need every capability that is covered in this book immediately, but it's important that you be aware of them. I have seen firsthand that people who are not introduced to the range of options available often end up wasting time and having a bad experience down the road. This book covers about the same range of topics as SPSS clients got in a full seven-day sequence of live training. I'm a believer in live training, and encourage everyone to get good training if you can. But if you're a good self-trainer and prefer to study on your own, can't get to a class, or want a good reference to help you make the most of what you've learned in class, this is the book to get. (And to all the teachers out there who've asked me about textbooks: here it is folks.)

I got this book as a doctoral student who needs to learn how to use SPSS in my 40s after using Excel my whole life. My school gave a brief overview and gave a link to youtube sites. Well, I didn't have time to watch 64 videos that were 15-30 minutes each on how to use SPSS. I mean, I would love to have nothing better to do then watch these all day but school, work, and kids had other ideas for me. This book was a good guide for me to be able to look things up quickly when I needed them and not have to sort through to find it. I am still learning things and this is a slow process. I also am not completely new to data entry, as I have used Excel in multiple programs before. I don't know

that this book would be extremely helpful to someone who is completely new to the data entry world, but for me it was exactly what I needed. I love that I know what I am looking for so I can go to that section and read up on it and be able to figure it out from there. I'm hoping that sooner rather than later I will have this down and won't need this book, because if not it will be a long couple of years, but until then this is a great help from the transition from Excel to SPSS.

To be honest, the book is not expensive, so I cannot complain too much. However, it does not really meet my expectations. A lot of concepts are just not explained as thoroughly as they should have been. I should not have been cheap. I should have just bought the SPSS book that most colleges use. Sigh. Lesson learned.

Helpful to the novice!

Very helpful.

I have been using this as a refresher and guideline for working on my research. Very helpful!

Too simple.

It's basic navigation through the program

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