### Contents

Acknowledgments viii
Design of the Book x

1 Fundamentals of Quantitative Analysis 1
   1.1 What We Accomplish in Quantitative Analysis 3
   1.2 How to Describe an Observation 3
   1.3 Frequency Distributions: A Fundamental Building Block of Quantitative Analysis 5
   1.4 Types of Distributions 13
   1.5 Is Normal Data, Well, Normal? 15
   1.6 Measures of Central Tendency 24
   1.7 Measures of Dispersion 28
   1.8 Standard Deviation of the Normal Distribution 29
   Exercises 32

2 Patterns and Tests 34
   2.1 Sampling 34
   2.2 Data 36
   2.3 Hypothesis Testing 37
      2.3.1 *The central limit theorem* 38
      2.3.2 *Score keeping* 49
      2.3.3 *H0: μ = 100* 50
      2.3.4 *Type I and type II error* 53
   2.4 Correlation 57
      2.4.1 Covariance and correlation 61
      2.4.2 The regression line 62
      2.4.3 Amount of variance accounted for 64
   Exercises 68
### Phonetics

3.1 Comparing Mean Values
   - 3.1.1 Cherokee voice onset time: \( \mu_{1971} = \mu_{2001} \)
   - 3.1.2 Samples have equal variance
   - 3.1.3 If the samples do not have equal variance
   - 3.1.4 Paired t-test: Are men different from women?
   - 3.1.5 The sign test

3.2 Predicting the Back of the Tongue from the Front: Multiple Regression
   - 3.2.1 The covariance matrix
   - 3.2.2 More than one slope: The \( \beta_i \)
   - 3.2.3 Selecting a model

3.3 Tongue Shape Factors: Principal Components Analysis

Exercises

### Psycholinguistics

4.1 Analysis of Variance: One Factor, More than Two Levels

4.2 Two Factors: Interaction

4.3 Repeated Measures
   - 4.3.1 An example of repeated measures ANOVA
   - 4.3.2 Repeated measures ANOVA with a between-subjects factor

4.4 The "Language as Fixed Effect" Fallacy

Exercises

### Sociolinguistics

5.1 When the Data are Counts: Contingency Tables
   - 5.1.1 Frequency in a contingency table

5.2 Working with Probabilities: The Binomial Distribution
   - 5.2.1 Bush or Kerry?

5.3 An Aside about Maximum Likelihood Estimation

5.4 Logistic Regression

5.5 An Example from the [I]streets of Columbus
   - 5.5.1 On the relationship between \( \chi^2 \) and \( G^2 \)
   - 5.5.2 More than one predictor

5.6 Logistic Regression as Regression: An Ordinal Effect
   - Age

5.7 Varbrul/R Comparison

Exercises