

## CONTENTS

<b>Series Editor's Introduction</b>	<b>vii</b>
<b>Acknowledgments</b>	<b>ix</b>
<b>1. Introduction</b>	<b>1</b>
<b>2. Data Gathering</b>	<b>2</b>
The Research Question	3
The Sample	3
The Measures	4
Data Coding, Entry, and Checking	7
<b>3. Univariate Statistics</b>	<b>8</b>
Central Tendency	8
Dispersion	11
Central Tendency, Dispersion, and Outliers	16
<b>4. Measures of Association</b>	<b>19</b>
Correlation	19
Ordinal Data: The Tau Measure of Association	22
Nominal Data: Goodman and Kruskals' Lambda	26
Dichotomous Variables: Flexibility of Choice	28
Summary and Conclusion	29
<b>5. Significance Testing</b>	<b>30</b>
The Logic: A Simple Example	31
Applying the Logic: Bivariate Measures of Association	35
Critical Issues	38
Summary and Conclusion	40
<b>6. Simple Regression</b>	<b>41</b>
Y as a Function of X	41
The Least Squares Principle	43
Intercept and Slope	45
Prediction and Goodness-of-Fit	47

Significance Tests and Confidence Intervals	49
Presenting Regression Results: A Summary Guide	53

<b>7. Multiple Regression</b>	<b>53</b>
An Example	54
The Notion of Statistical Control	55
Specification Error	57
Dummy Variables	60
Collinearity	62
Interaction Effects	65
Nonlinearity	67
Summary and Conclusion	71
<b>8. Recommendations</b>	<b>72</b>
<b>9. Appendix: The Regression Assumptions</b>	<b>72</b>
<b>References</b>	<b>75</b>
<b>About the Author</b>	<b>77</b>