

Research Methods for Business and Management

Session 8a- Analyzing
Quantitative Data- using SPSS 16

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A Simple Example- Gym

- Purpose of Questionnaire-
 - to determine the participants involvement in adult fitness
 - Reasons for going to the gym
 - Kinds of activities adults participate in
 - to determine if Involvement is associated with attitudinal loyalty
 - Issues related to gender and age

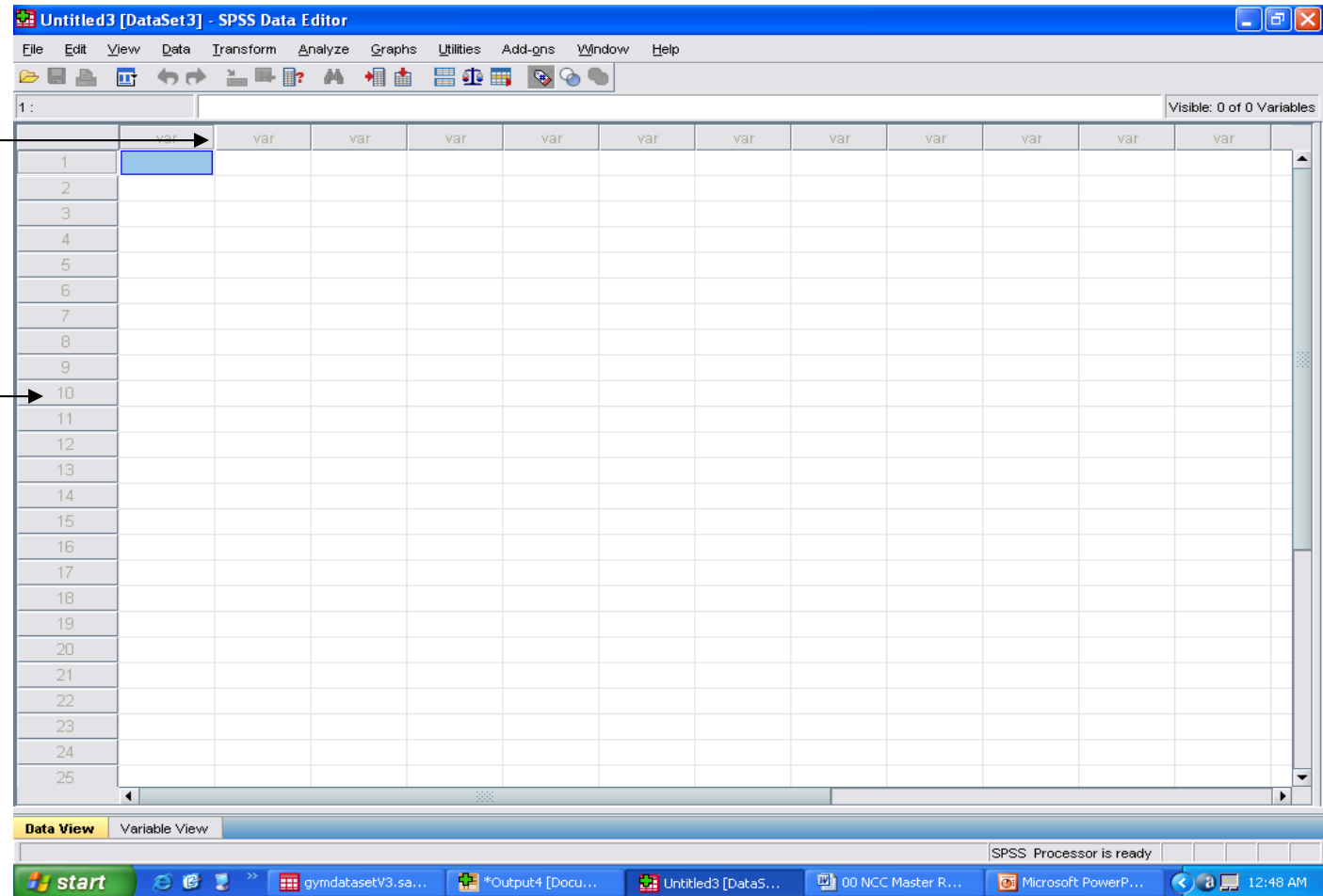
Using SPSS

- **Step 1-** use coded Questionnaire to Define Variables using Variable Viewer. Each question is a Variable.
- **Step 2-** Input data into Data Viewer. Each completed questionnaire is a case.
- **Step 3-** Analyze data using Analyze Menu and Graphs Menu

SPSS Data Viewer

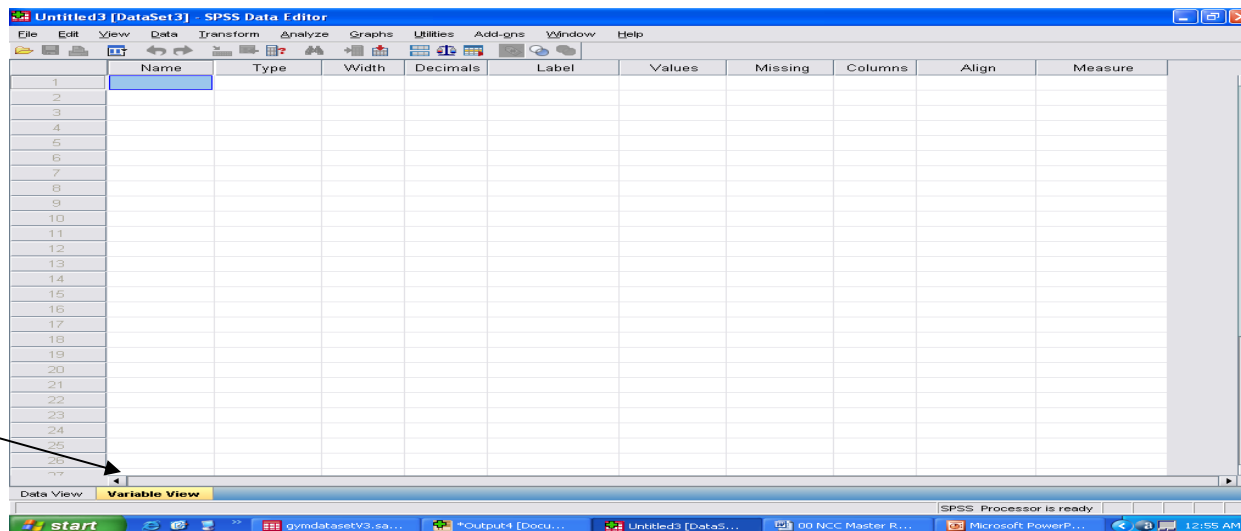
Each Column
represents a
Variable

Each Row
represents a
Case



Step 1- Defining Variables

- Click on the **Variable View** tab at the bottom of the Data Viewer



- [illegible]

Enter Name

- For each variable enter a name
 - Click on the first cell in the **Name column**
 - Type the name e.g. Q1 or Gender
 - The name must not be longer than 8 characters and cannot contain spaces

Enter Label

- You can give each variable a more detailed name, known as a Label
 - Click on the first cell under the **Label column**
 - Type in the label you want to use e.g. reasons for visiting gym

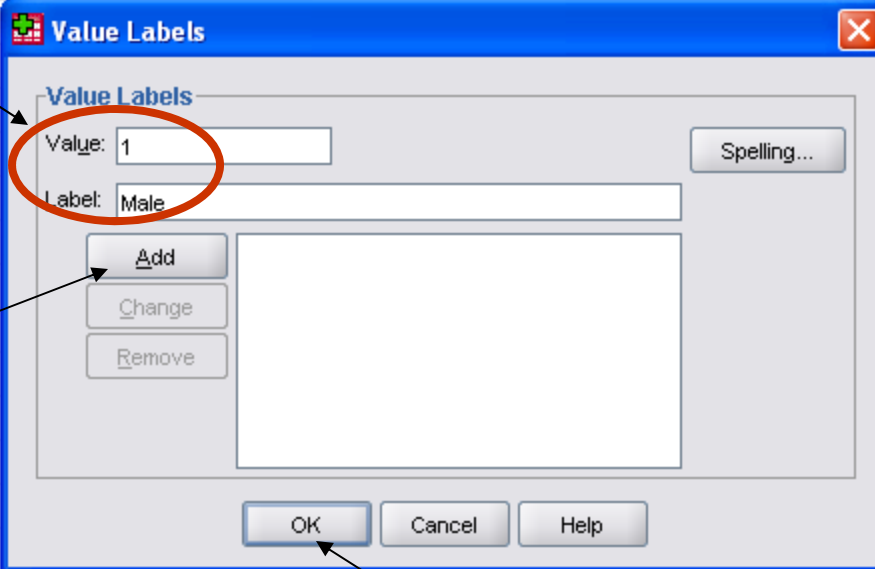
Enter Values

- This procedure generally applies to variables that are not interval or scale
 - Click on the **Values column** relating to the variable
 - Click on the button with the 3 dots on it
 - The **Value Label dialog box** will appear
 - Click on the box next to value, enter 1
 - Click on the box next to Label, enter Male
 - Click on **Add**
 - Repeat for each value (response option)
 - Click **OK** when complete

Value Label Dialog Box

Enter Value
and Label

Click
Add to
save
entry
and add
another



The image shows a Windows-style dialog box titled "Value Labels". It has a blue title bar with a green icon on the left and a red close button on the right. The main area is light gray and contains the following elements:

- A "Value Labels" section header.
- A "Value:" label followed by a text box containing the number "1".
- A "Label:" label followed by a text box containing the word "Male".
- A "Spelling..." button in the top right corner.
- A vertical stack of three buttons: "Add", "Change", and "Remove".
- A large empty rectangular box in the center.
- A row of three buttons at the bottom: "OK", "Cancel", and "Help".

A red circle highlights the "Value:" and "Label:" text boxes. An arrow points from the "Enter Value and Label" text to this circle. Another arrow points from the "Click Add to save entry and add another" text to the "Add" button. A third arrow points from the "Click when complete" text to the "OK" button.

Click when
complete

Enter Measures

Are there more than two categories?

YES

NO

Dichotomous

Can the categories be rank ordered?

YES

NO

Nominal

Are the distances between categories equal?

YES

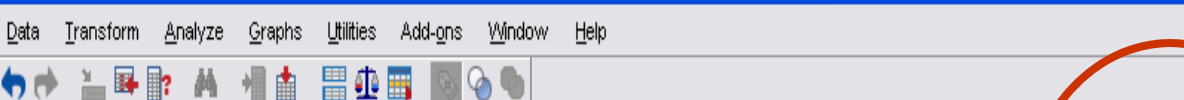
NO

Ordinal

Interval/Scale

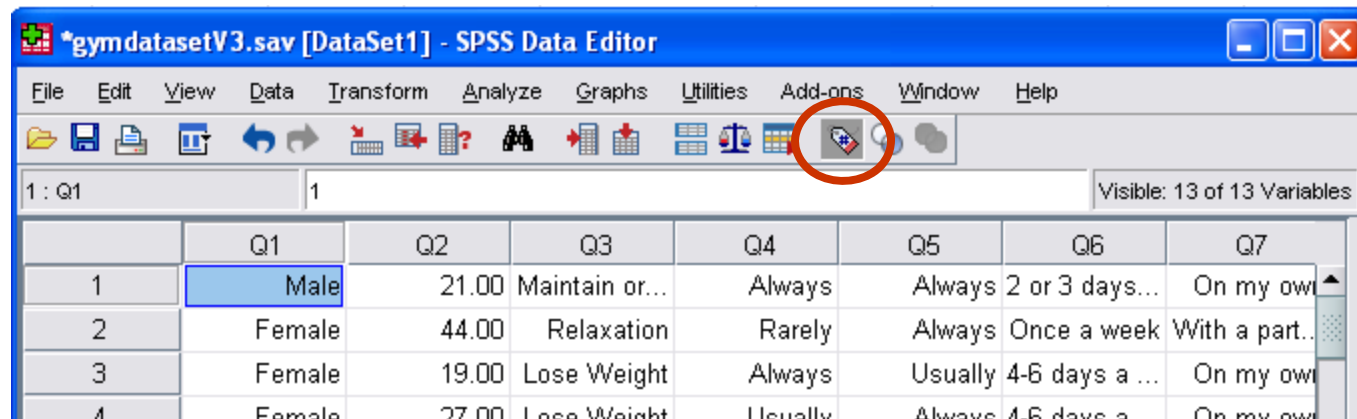
Gym Questionnaire Measures

Question Number	Type of Measure
1	Dichotomous/Nominal
2	Interval/Scale
3	Nominal
4	Ordinal
5	Ordinal
6	Ordinal
7	Nominal
8	Dichotomous/Nominal
9	Nominal
10	Interval/Scale
11	Interval/Scale
12	Interval/Scale

- 
- The screenshot shows the SPSS Data Editor window with the 'Measure' dropdown menu open for the 'gender' variable. The menu is circled in red, and the 'Scale' option is selected. The variable 'gender' is listed in the 'Name' column, and its 'Measure' is being set to 'Scale'.

Step 2- Input Data

- Click on the **Data View** tab to the bottom



- Click on the **Value label button** to switch between Label and Value
- Enter the responses for each question
- Each row represents a filled out questionnaire

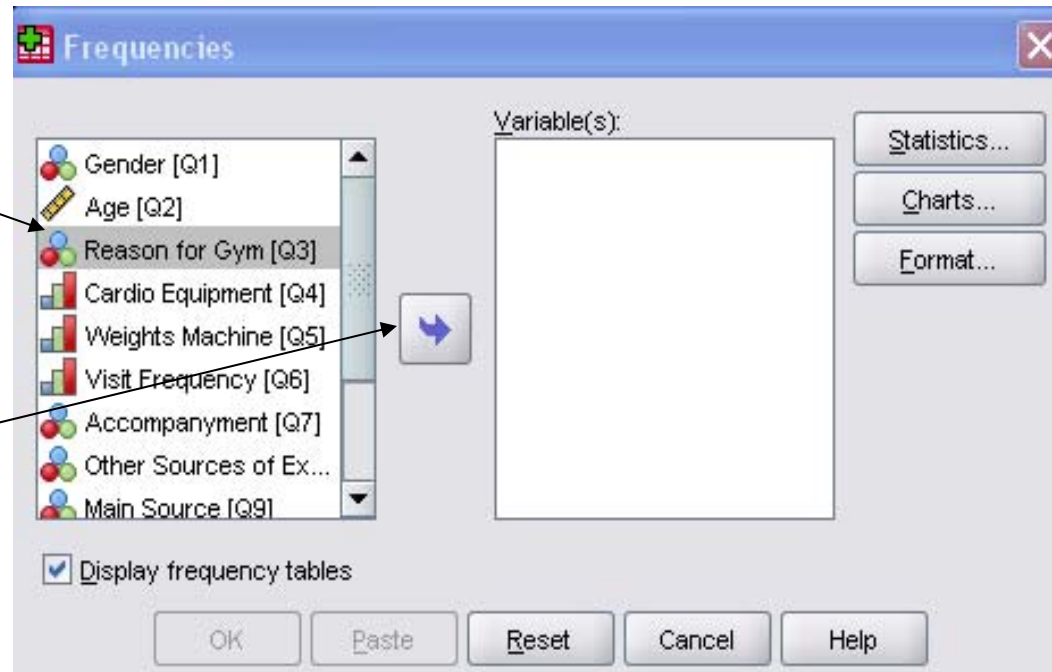
Step 3- Analyze Data

- Frequency Tables-
 - provides the number of people and the percentage belonging to each categories for the variable in question
 - Can be used for all types of variables
 - An example can be derived for Q3- Reason for visiting the Gym

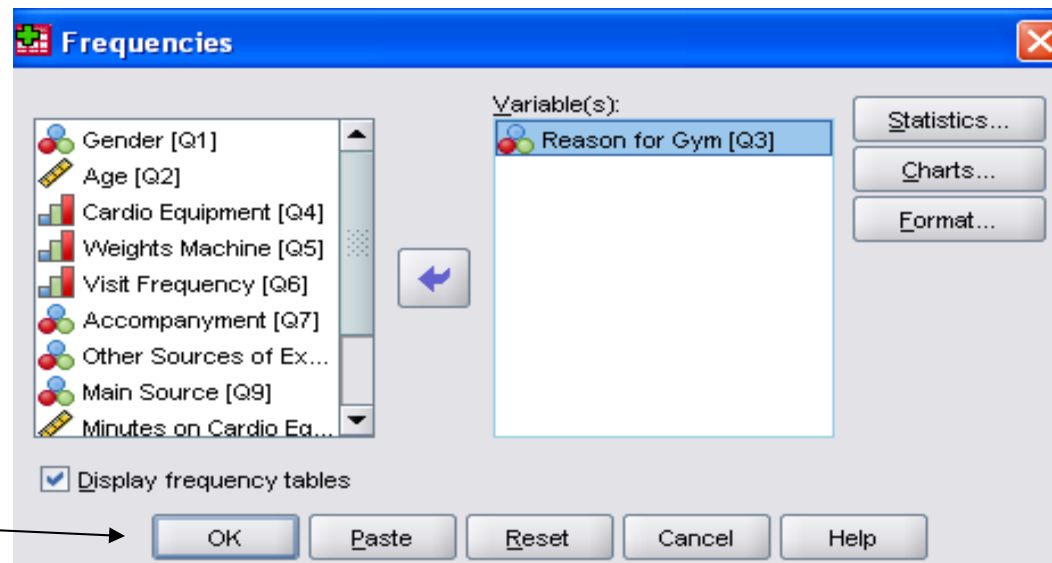
- Click on Analyze Menu
- Click on Descriptive Statistics
- Click on **Frequencies**
- The Frequencies Dialog box opens
- **Choose variable** from list on left hand, click on the **arrow** to send into Variable box
- Click **OK**
- Frequency Table will be displayed on Output Viewer

1. Choose Variable from list

2. Click on **arrow** to send to variable box



3. Click **OK** to complete



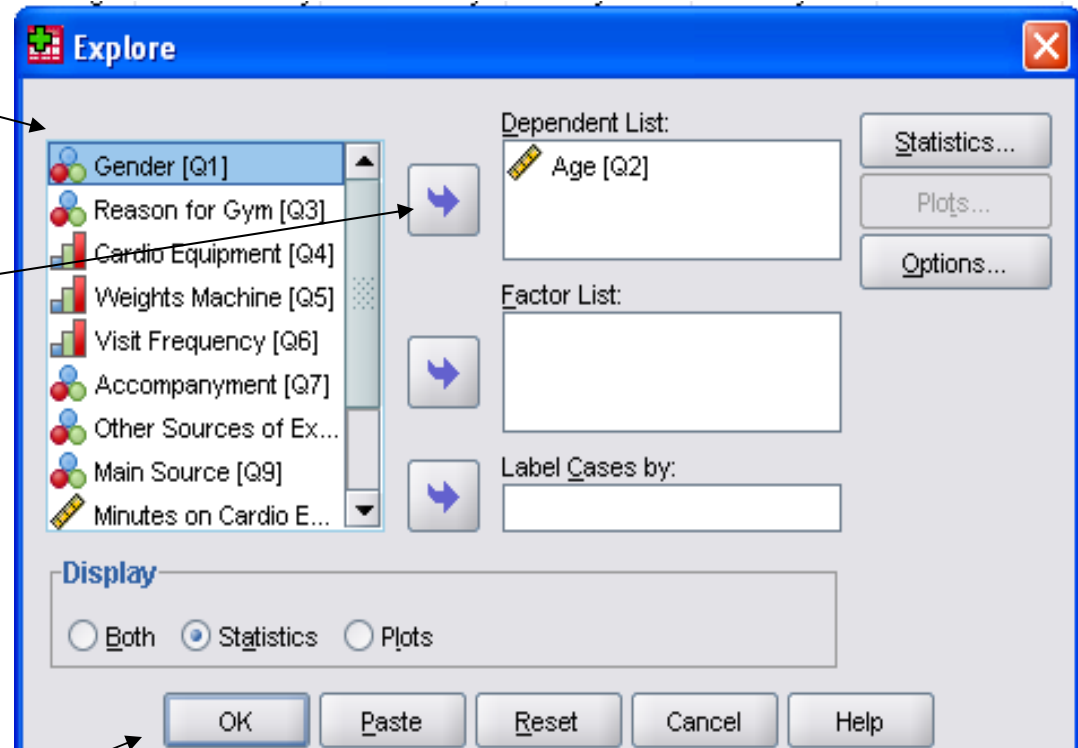
- Measures of Central Tendency-
 - Used to calculate Mean, Median, Mode, Standard Deviation
 - An example, Q2- Age

- Click on Analyze Menu
- Click on Descriptive Statistics
- Click on **Explore**
- The Explore Dialog box opens
- **Choose variable** from list on left hand, click on the **arrow** to send into Dependent List
- Click **OK**

1. Choose Variable

2. Click on Arrow to send to Dependent List

3. Click OK



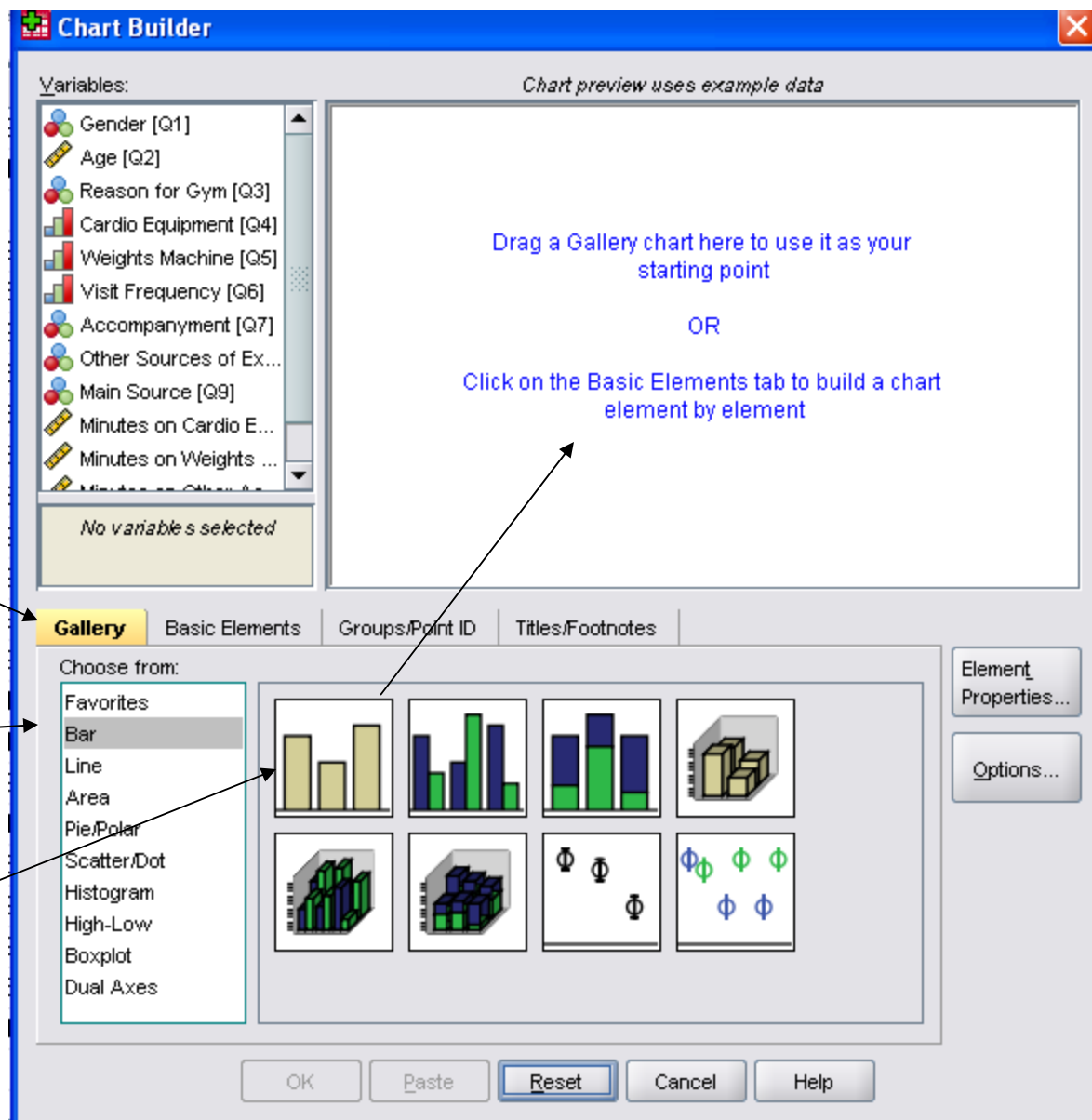
- Diagrams-
 - Used to display quantitative data
 - Easy to interpret and understand
 - Bar chart and Pie charts use Ordinal and Nominal variables
 - An Example can be a Bar Chart to display Q6-Frequency of Visit

- Click on Graphs Menu
- Click on Chart Builder
- Make sure **Gallery tab** is selected
- Click on **Bar** from list on left hand side
- Choose format you want and **drag and drop** it onto the area above
- **Choose variable** from list on left side-
Visit Frequency
- **Drag and drop** onto *X axis*
- Click **OK**

1. Make sure
Gallery tab is
selected

2. Select
Bar

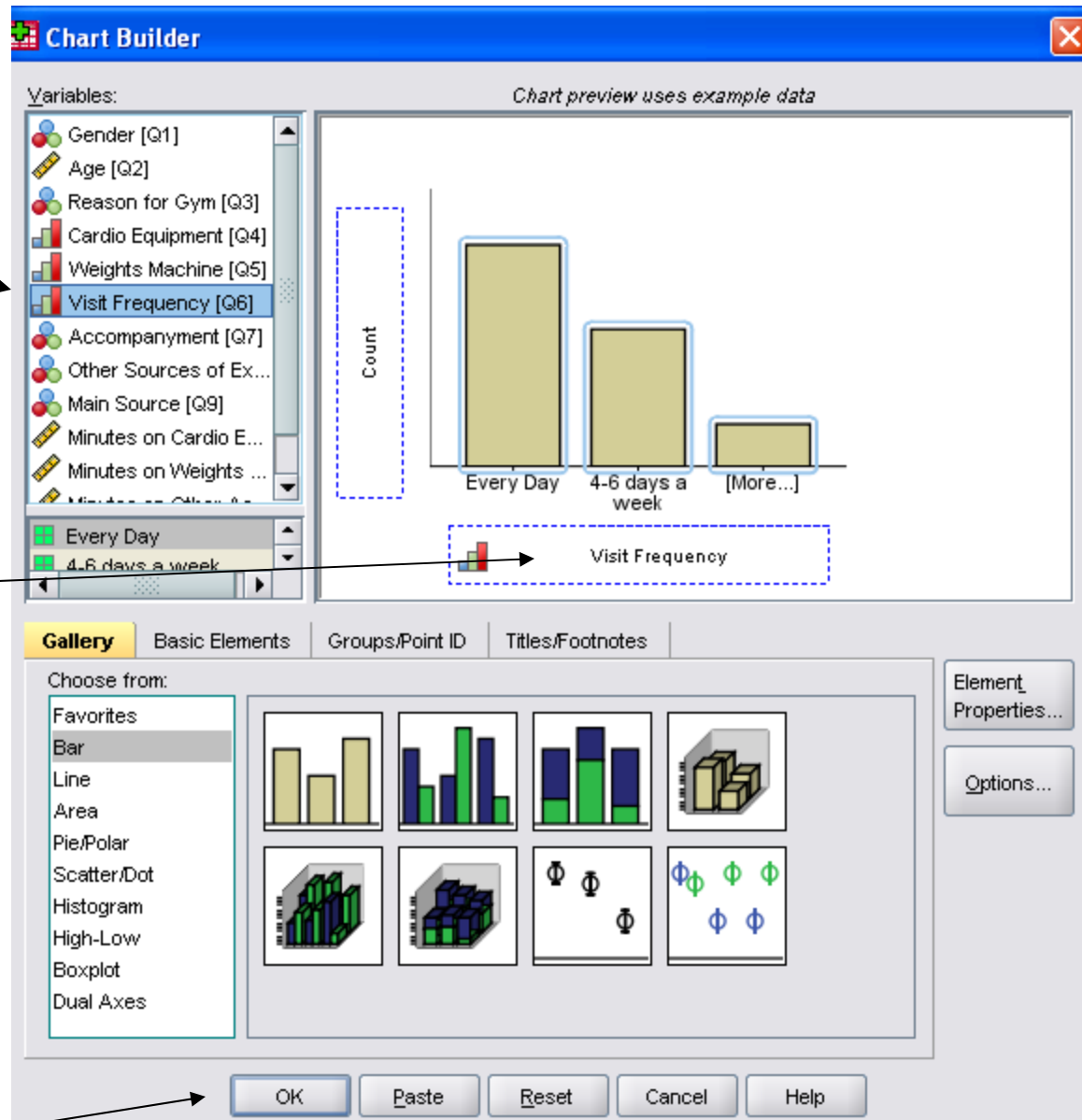
3. Select
format
drag and
drop



4. Choose Variable-
Visit
Frequency

5. Drag and
Drop onto X
Axis

6. Click OK

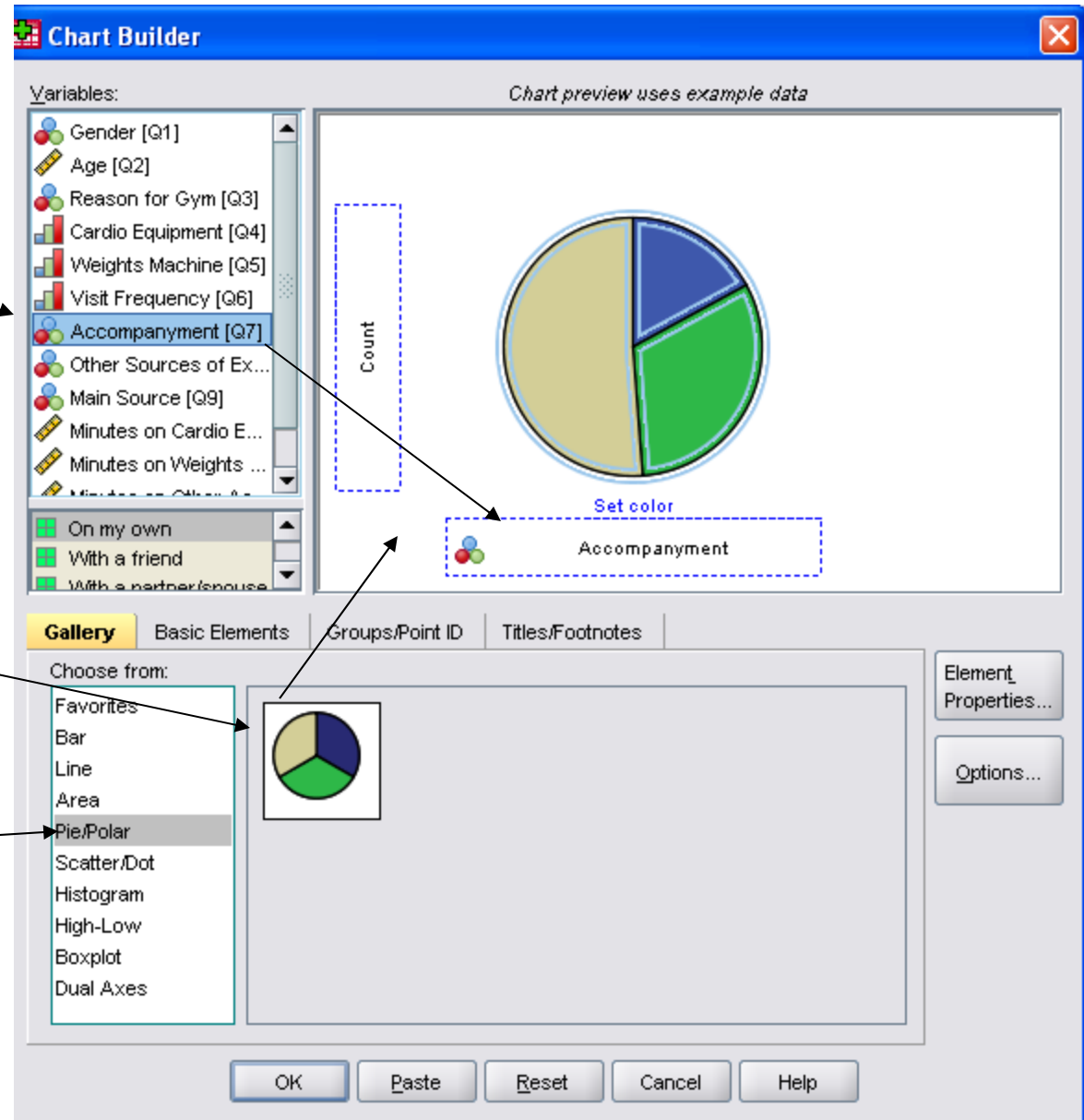


- Another Example could be a Pie Chart for Q7- Accompaniment
 - From List Click on **Pie/Polar**
 - Choose format you want and **drag and drop** it onto the area above
 - **Choose variable** from list on left side-
Accompaniment
 - **Drag and drop** onto *Slice By*
 - Click **OK**

3. Choose Variable and drag and drop onto Slice by

2. Select format and drag and drop

1. Choose Pie/Polar



- Same steps apply to any other chart e.g. Histogram
 - Choose Histogram
 - Select format, drag and drop onto area
 - Choose Variable, drag and drop onto X Axis

- Cross Tabulation-

- Allows two variables to be simultaneously analyzed so that relationships can be examined
- Normal for Cross tab tables to include percentages
- The percentages can be shown either by row or column
- An example, gender and reasons for visiting, to determine if there is any association. Why do Men visit or Why do Women visit?

- Click on Analyze Menu
- Click on Descriptive Statistics
- Click on **Crosstabs...**
- **Choose Variable** for Row from list on left side, **use arrow** to select
- Choose Variable for Column, use arrow to select
- Click on **Cell button** on right
- In the **Percentage section** Check the boxes for Row or Column or both

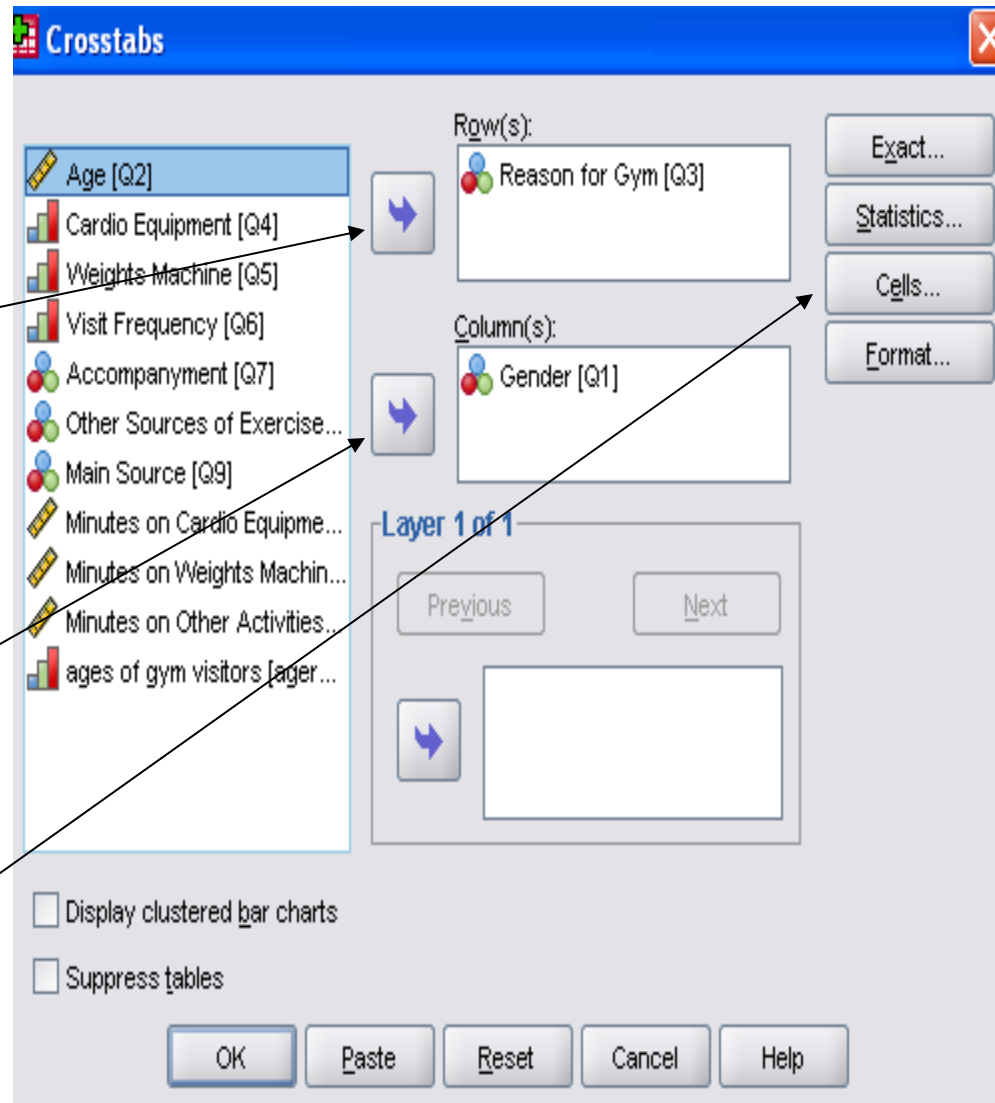
1. Choose Variable for Row

2. Click on Arrow to select

3. Choose Variable for Column

4. Click on Arrow to select

5. Click on Cells Button



6. Check appropriate option

Crosstabs: Cell Display

Counts

☒ Observed
☐ Expected

Percentages

☒ Row
☒ Column
☐ Total

Residuals

☐ Unstandardized
☐ Standardized
☐ Adjusted standardized

Noninteger Weights

☒ Round cell counts ☐ Round case weights
☐ Truncate cell counts ☐ Truncate case weights
☐ No adjustments

Continue Cancel Help

- Click on **Continue**
- Click **OK** to generate cross tabulation

- Pearson's r -
 - Is a method for examining relationships between interval/scale variables
 - The coefficient lie between -1 (perfect *negative* relationship) and 1 (perfect *positive* relationship), where 0 (no relationship)
 - An example, we can find out if there is any relationship between
 - *Age and Cardio minutes*
 - *Age and Weight minutes*

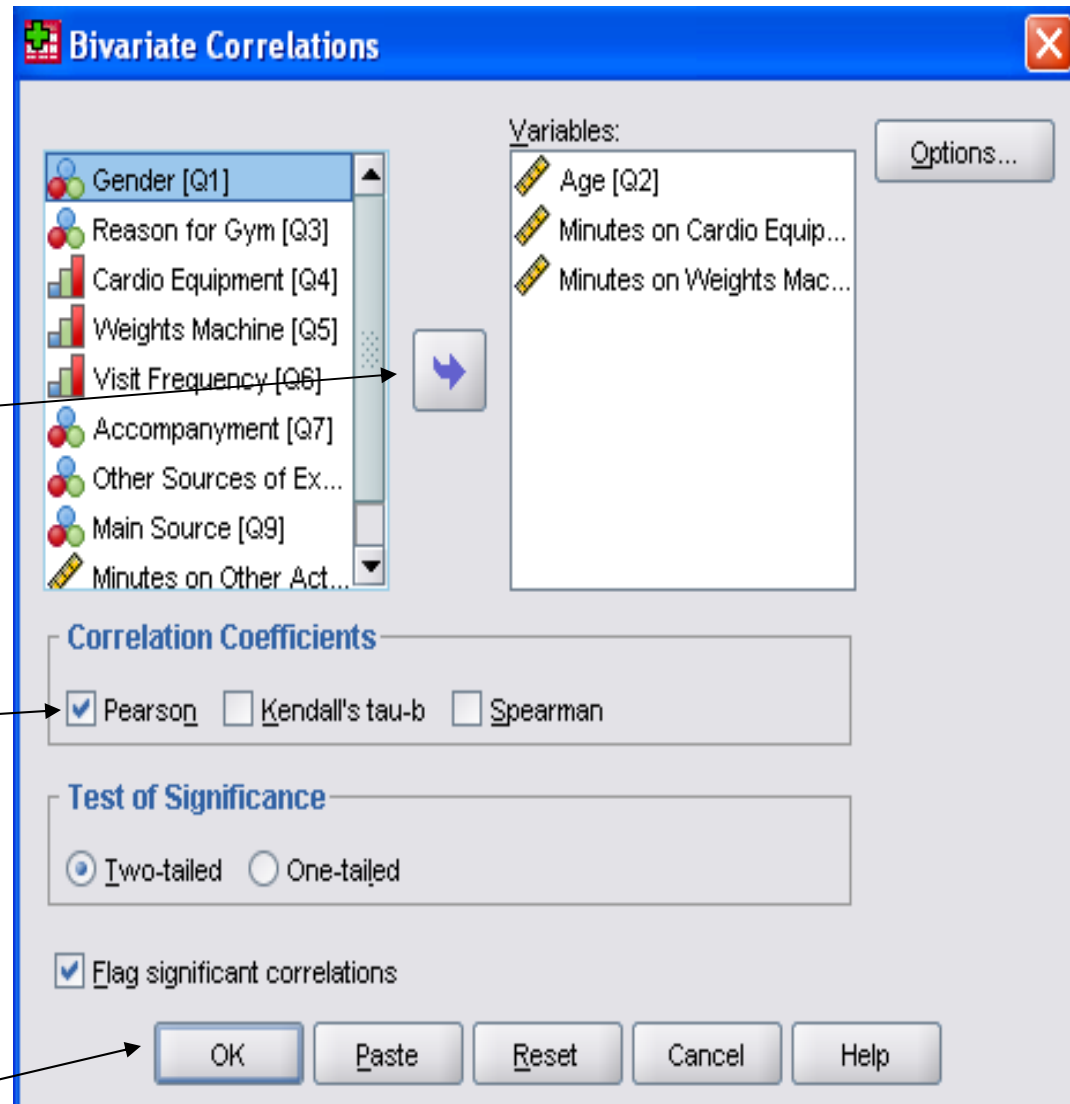
- Click on Analyze Menu
- Click on Correlate
- Click on **Bivariate**
- The *Bivariate dialog box* opens
- Select **variables** (age, Minutes on Cardio, Minutes on Weight) from list, use **arrow** to send to variables box
- Ensure **Pearson's is checked** in the *Correlation Coefficient* box
- Click **OK**

1. Select variables from list

2. Use arrow to send to Variable box

3. Make sure Pearson is checked

4. Click OK



- Coefficient of Determination
 - Express how much of the variation in one variable is due to the other variable
 - $COD = r^2$
 - COD as a percentage = $r^2 \times 100$
 - Using the example of Min on Cardio and Age
 - COD % = 1.2%
 - This means that just 1.2% of the variation of Mins on Cardio is accounted for by Age

- Spearman's-
 - Is designed for use of pairs of ordinal variables
 - But also used when one variable is ordinal and the other interval/scale
 - Same as Pearson's, i.e. coefficient lie between -1 and 1
 - An Example, to find out if there is any relationship between *visit frequency* and *Minutes on other activities*

- Click on Analyze Menu
- Click on Correlate
- Click on **Bivariate**
- The *Bivariate dialog box* opens
- Select **variables** (Visit frequency, Minutes on other activities) from list, use **arrow** to send to variables box
- Ensure **Spearman is checked** in the *Correlation Coefficient* box
- Click **OK**

1. Select variables

2. Use arrow to send to Variable box

3. Ensure Spearman is checked

4. Click OK

Bivariate Correlations

Variables:

- Reason for Gym [Q3]
- Cardio Equipment [Q4]
- Weights Machine [Q5]
- Accompaniment [Q7]
- Other Sources of Ex...
- Main Source [Q9]
- Minutes on Cardio Eq...
- Minutes on Weights ...
- ages of gym visitors ...

Correlation Coefficients

☐ Pearson ☐ Kendall's tau-b ☒ Spearman

Test of Significance

☒ Two-tailed ☐ One-tailed

☒ Flag significant correlations

OK Paste Reset Cancel Help

- Scatterplots-
 - Used to plot the relationship between two variables
 - One variable on the X axis and the other on the Y Axis
 - Best fit line is added to show correlation
 - An example, for *Minutes on cardio* and *Age*

- Click on Graphs Menu
- Click on Chart Builder
- Make sure **Gallery tab** is selected
- Click on **Scatter/Dot** from list on left hand side
- Choose format you want and **drag and drop** it onto the area above
- **Choose variable** from list on left side- *Age*,
Drag and drop onto *X axis*
- **Choose variable** from list on left side- *Minutes on Cardio*, **Drag and drop** onto *Y axis*
- Click **OK**

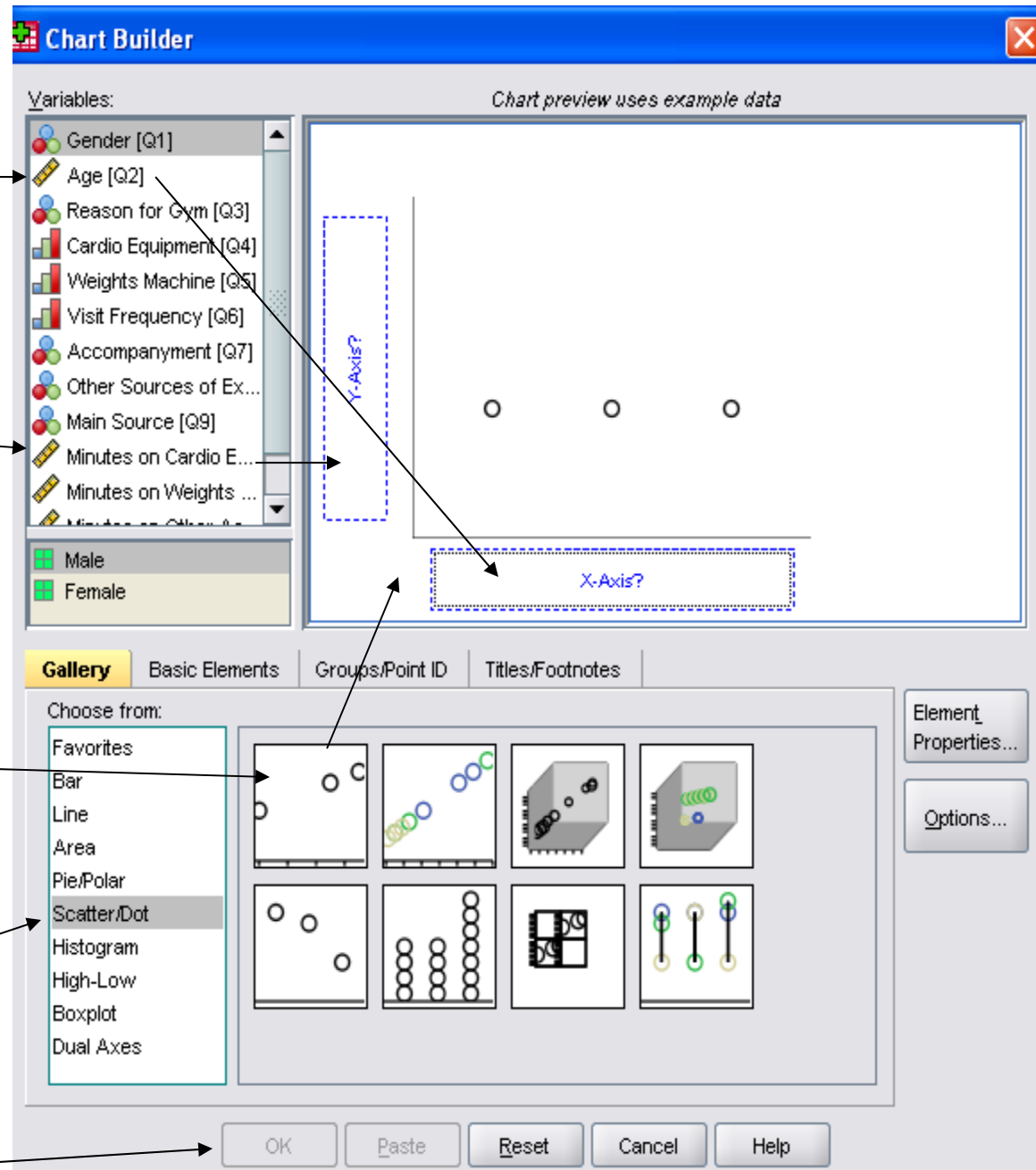
3. Select variable, drag to X Axis

4. Select variable, drag to Y Axis

2. Select the format, drag and drop to area

1. Select Scatter/Dot

5. Click OK



- Hypothesis Testing

- A hypothesis is a claim or statement about a property of a population
- A hypothesis test is a standard procedure for testing a claim
- Usually have a **Null Hypothesis**: H_0
- **Alternative Hypothesis**: H_1
- General Rule:
 - If absolute value of the **Test Statistic** exceeds the **Critical Values** then **Reject** H_0
 - Otherwise, fail to reject H_0

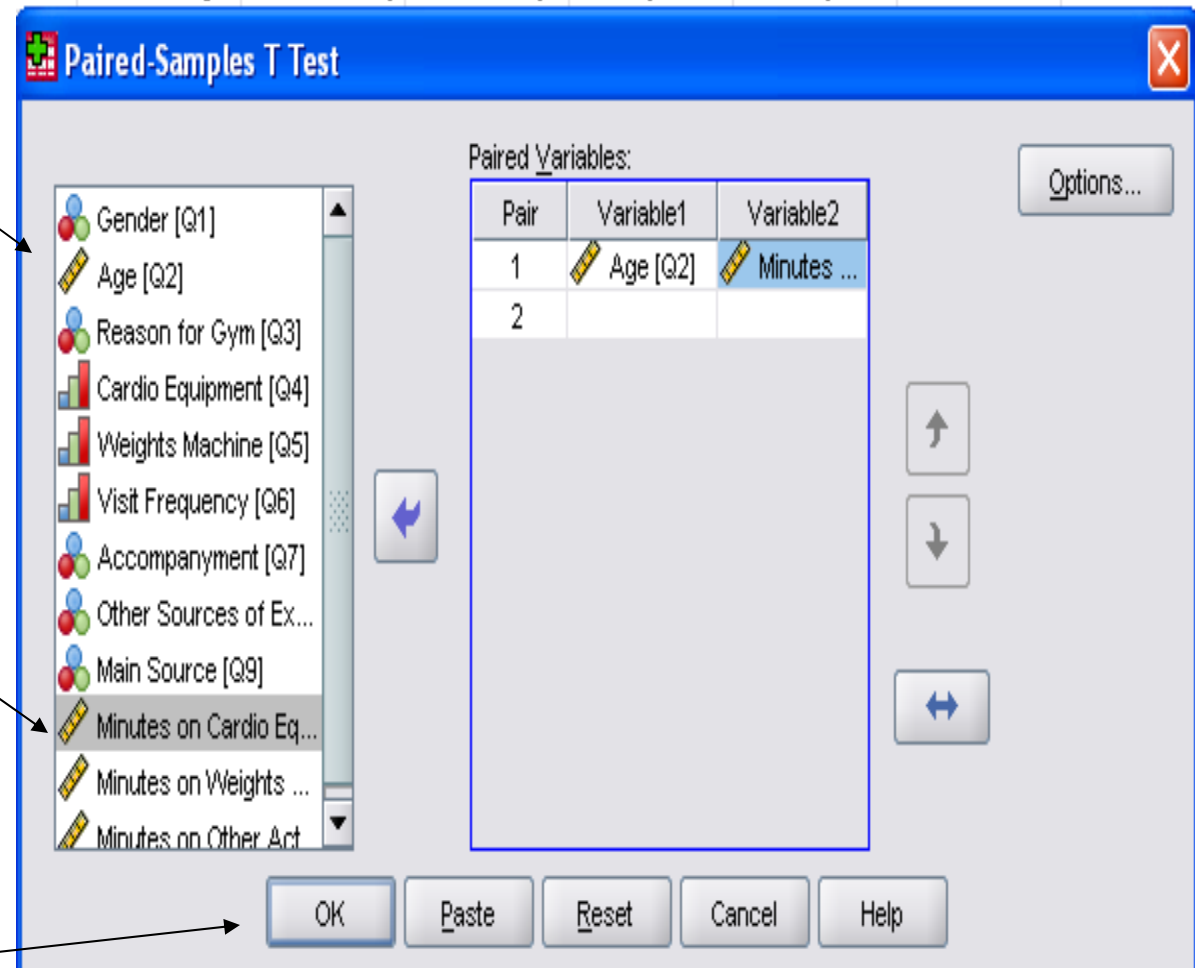
- Hypothesis Testing for a Correlation
 - Use a **Student t Distribution**
 - **Test Statistic** = $(r - \mu_r) / S_r$
 - r is Pearson's correlation coefficient
 - μ_r is the claimed value of the mean
 - S_r is the claimed value of the Standard Deviation
 - $H_0 : \rho = 0$ (there is no linear correlation)
 - $H_1 : \rho \neq 0$ (there is a linear correlation)
 - So, If H_0 is Rejected, conclude that there is a significant relationship between the two variables
 - if you fail to Reject H_0 , then there is not sufficient evidence to conclude that there is a relationship

- Click on Analyze Menu
- Click on Compare Means
- Click on **Paired-Samples T Test**
- **Choose variable** from list on left side-
Age, use **arrow** to send to variables box
- **Choose variable** from list on left side-
Minutes on Cardio, use **arrow** to send to variables box
- Click **OK**

1. Choose first
Variable- Age

2. Choose
second
Variable-
Mins on
Cardio

3. Click on
OK



- Using a Significance level of 5%, two-tailed, The **Critical Value** = 1.662
- $t = 4.840$
- Since $t > \text{Critical Value}$ we Reject H_0
- conclude that there is a significant correlation between Age and Min on Cardio

More functions of SPSS and Analyzing Qualitative Data

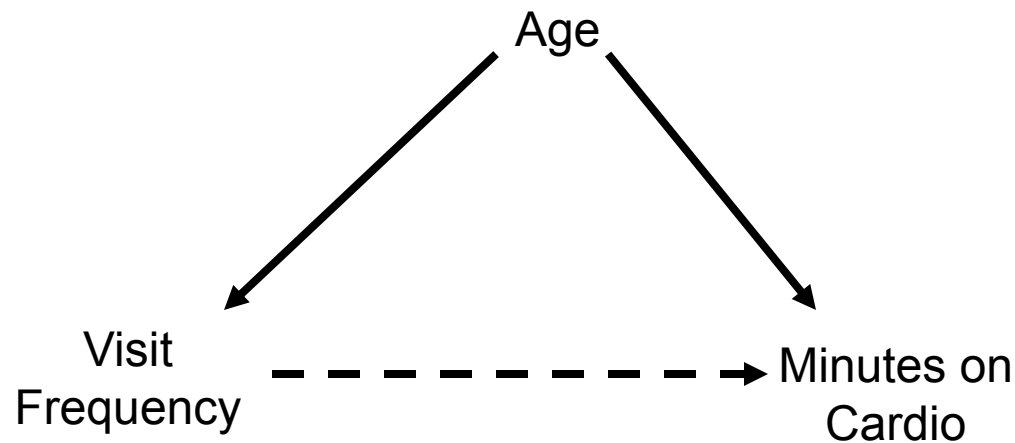
Multivariate Analysis

- This entails simultaneous analysis of three or more variables
- There are three contexts:
 - Could the relationship be Spurious?
 - Could there be an intervening variable?
 - Could a third variable moderate the relationship?

Could the relationship be Spurious

- **Spurious relationship** exists when there appears to be a relationship between two variables, but the relationship is not real
- That is, it is being produced because each variable is itself related to a third variable
- For example,
 - lets say we found a relationship between **Visit Frequency** and **minutes on cardio equipment**
 - We might ask could the relationship be an artefact of **age**

- The older one is, the more likely you are to visit the gym, and
- The older you get the more likely you are to spend more time on cardio equipment



Could there be an intervening variable?

- Let us say that we do not find the relationship to be spurious
- We might ask why there is a relationship between two variables?
- In other words is there a more complex relationship between the two variables?
- For example
 - What if we explore the relationship between **Visit Frequency** and **Total Fitness**?
 - We might find that there is a relationship

- That is, the more you visit the gym the more likely you would be fit
- But, we might want to further explore this relationship
- We could speculate that the older you get visit frequency will be higher is associated, which in turn leads to enhanced fitness



Could a third variable moderate the relationship?

- We might ask- does the relationship between two variables hold for men but not for women?
- If it does then the relationship is said to be moderated by Gender
- For example
 - Whether the relationship between **Age** and whether visitors have **other sources of exercise** is moderated by **gender**

- This would imply, if we find a pattern relating to age to other sources of exercise, that pattern will vary by gender

Other Sources of Exercise * agegp3 Crosstabulation

			agegp3			
			1	2	3	Total
Other Sources of Exercise	Yes	Count	28	10	14	52
		% within Other Sources of Exercise	53.8%	19.2%	26.9%	100.0%
	No	Count	15	13	10	38
		% within Other Sources of Exercise	39.5%	34.2%	26.3%	100.0%
	Total	Count	43	23	24	90
		% within Other Sources of Exercise	47.8%	25.6%	26.7%	100.0%

Table 1

Other Sources of Exercise * agegp3 * Gender Crosstabulation

Gender				agegp3			
				1	2	3	Total
Male	Other Sources of Exercise	Yes	Count	15	3	9	27
			% within agegp3	71.4%	33.3%	75.0%	64.3%
		No	Count	6	6	3	15
			% within agegp3	28.6%	66.7%	25.0%	35.7%
		Total	Count	21	9	12	42
			% within agegp3	100.0%	100.0%	100.0%	100.0%
Female	Other Sources of Exercise	Yes	Count	13	7	5	25
			% within agegp3	59.1%	50.0%	41.7%	52.1%
		No	Count	9	7	7	23
			% within agegp3	40.9%	50.0%	58.3%	47.9%
		Total	Count	22	14	12	48
			% within agegp3	100.0%	100.0%	100.0%	100.0%

Table 2

- Table 1 Suggest that the age group 31- 40 are less likely to have other sources of exercise than the 30 and under and 41 and over age groups
- Table 2 which breaks the relationship down by gender, suggests that the pattern for males and females is somewhat different
 - Among males the pattern is very pronounced
 - But for females the likelihood of having other sources of exercise decline with gender

Using SPSS to generate a Cross Tabulation with three variables

- Click on Analyze Menu
- Click on Descriptive Statistics
- Click on Crosstabs
- Choose **other sources of exercise** add to rows use arrow
- Choose **agegp3** (recoded variable) add to columns use arrow
- Choose **gender** add to box below Layer 1 of 1 use arrow

Crosstabs

Age [Q2]
Reason for Gym [Q3]
Cardio Equipment [Q4]
Weights Machine [Q5]
Visit Frequency [Q6]
Accompaniment [Q7]
Main Source [Q9]
Minutes on Cardio Equipme...
Minutes on Weights Machin...
Minutes on Other Activities...
ages of gym visitors [ager...
agegp

Row(s):
Other Sources of Exercise ...

Column(s):
agegp3

Layer 1 of 1

Previous Next

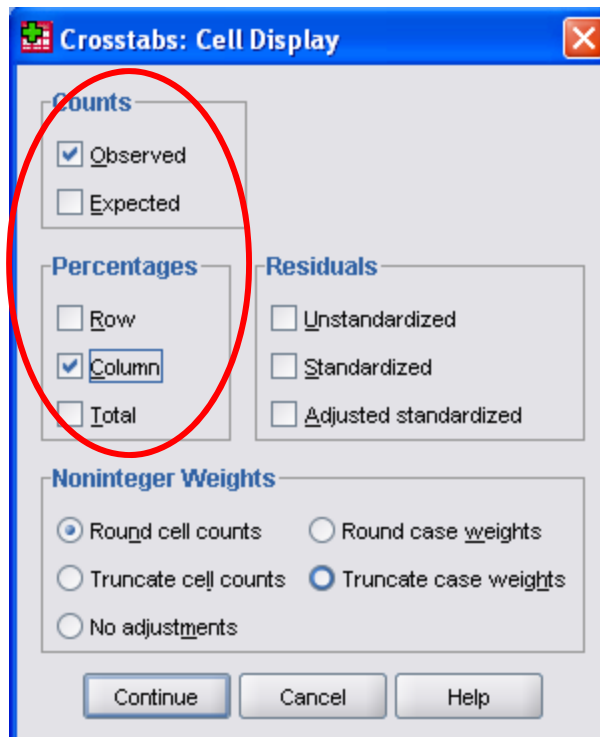
Gender [Q1]

☐ Display clustered bar charts
☐ Suppress tables

OK Paste Reset Cancel Help

Exact...
Statistics...
Cells...
Format...

- Click on **cells** button
- Check the observed option in the Count box
- Check column option in the Percentage box
- Click continue crosstab:cell display will close
- Then click OK in the

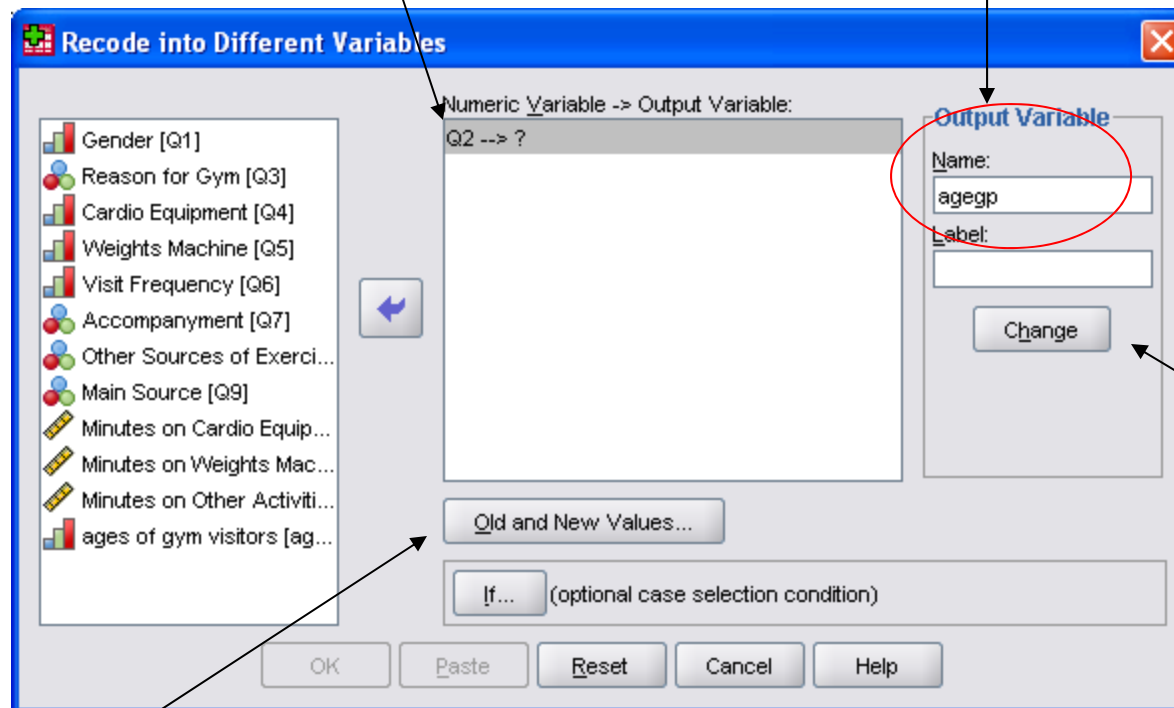


Recoding Variables

- Using Age as the example
 - Click on Transform Menu
 - Click on Recode into Different Variables
 - Choose age from variable list
 - Use arrow to send to Input Variable
 - Type the agegp in the Output Variable Name
 - Click on change button

Original
name of
variable

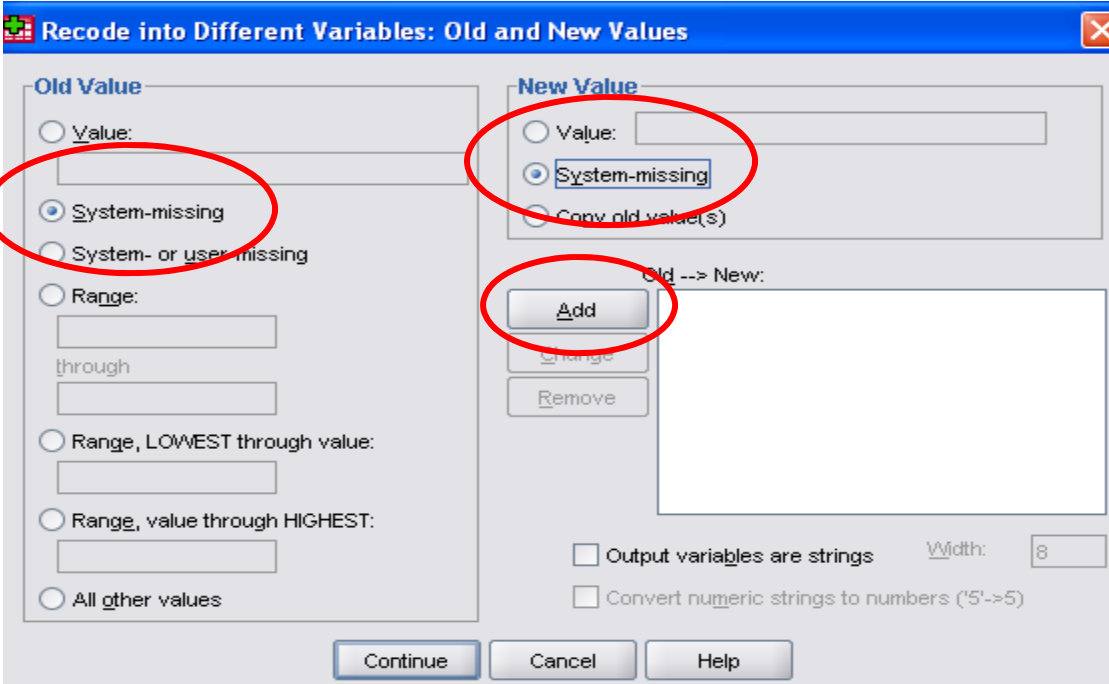
Recoded (new)
name of
variable



Change
Button

Old and New
Values Button

- Click on **Old and New Values** button
- Choose the radio buttons next to **System** or **user missing** under old Value and **System** **missing** under new value
- Click **Add**



The image shows the 'Recode into Different Variables: Old and New Values' dialog box in SPSS. The dialog is divided into two main sections: 'Old Value' and 'New Value'. In the 'Old Value' section, the 'System-missing' radio button is selected and circled in red. In the 'New Value' section, the 'System-missing' radio button is also selected and circled in red. Below the 'New Value' section, the 'Add' button is circled in red. The 'Old --> New:' list is empty. At the bottom, there are checkboxes for 'Output variables are strings' (unchecked) and 'Convert numeric strings to numbers ('5' -> 5)' (unchecked). The 'Width' field is set to 8. At the very bottom are 'Continue', 'Cancel', and 'Help' buttons.

Recode into Different Variables: Old and New Values

Old Value

- ☐ Value:
- ☒ System-missing
- ☐ System- or user-missing
- ☐ Range:
- ☐ Range, LOWEST through value:
- ☐ Range, value through HIGHEST:
- ☐ All other values

New Value

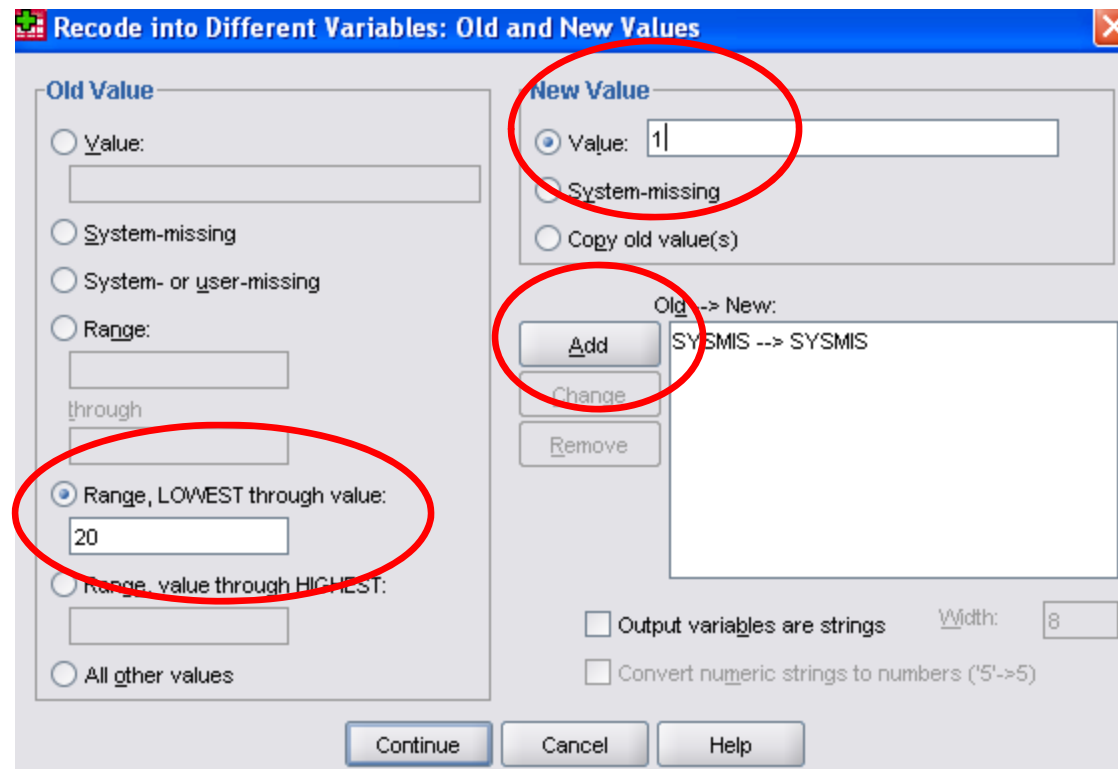
- ☐ Value:
- ☒ System-missing
- ☐ Copy old value(s)

Old --> New:

☐ Output variables are strings Width: 8

☐ Convert numeric strings to numbers ('5' -> 5)

- Next, under Old Value choose the radio button by **Range, LOWEST through value**, enter 20 in the box by **value**
- Under New Value type 1 in the **value** box
- Click **Add**



The image shows the 'Recode into Different Variables: Old and New Values' dialog box in SPSS. The 'Old Value' section on the left has the 'Range, LOWEST through value:' radio button selected, with the value '20' entered in the adjacent box. The 'New Value' section on the right has the 'Value:' radio button selected, with the value '1' entered in the adjacent box. The 'Add' button is highlighted with a red circle. Below the 'Add' button, the 'Old -> New:' list shows 'SYSMIS --> SYSMIS'. At the bottom, there are checkboxes for 'Output variables are strings' (unchecked) and 'Convert numeric strings to numbers ('5' -> 5)' (unchecked). The 'Continue', 'Cancel', and 'Help' buttons are at the bottom.

Recode into Different Variables: Old and New Values

Old Value

☐ Value:

☐ System-missing

☐ System- or user-missing

☐ Range:

through

☒ Range, LOWEST through value:

20

☐ Range, value through HIGHEST:

☐ All other values

New Value

☒ Value: 1

☐ System-missing

☐ Copy old value(s)

Old -> New:

Add Change Remove

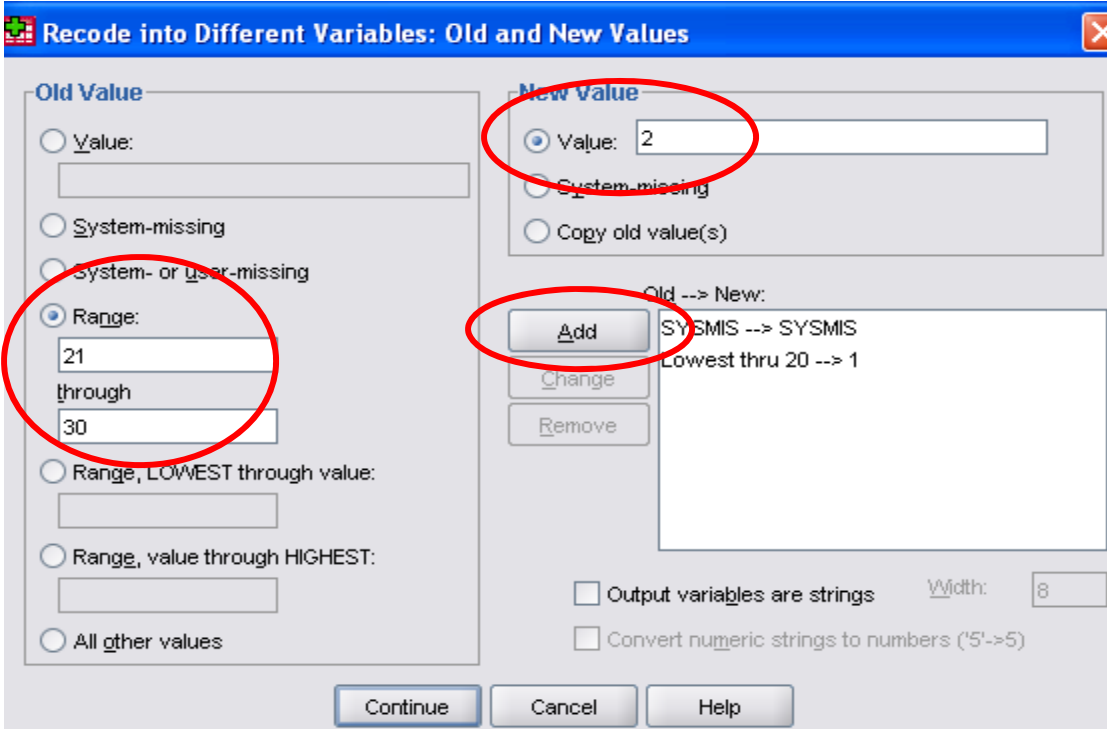
SYSMIS --> SYSMIS

☐ Output variables are strings Width: 8

☐ Convert numeric strings to numbers ('5' -> 5)

Continue Cancel Help

- Next, under Old Value Choose the radio button **Range**, type 21 in **first box** and 30 in box after **through**
- In New value section type 2 as the **value**
- Click **Add**
- **Repeat for 31 to 40 value 3 and 41 to 50 value 4**



The image shows the 'Recode into Different Variables: Old and New Values' dialog box in SPSS. The 'Old Value' section on the left has the 'Range:' radio button selected, with '21' in the first box and '30' in the box after 'through'. The 'New Value' section on the right has the 'Value:' radio button selected with '2' in the box. The 'Add' button is highlighted. Below the 'Add' button, the 'Old --> New:' list contains 'SYSMIS --> SYSMIS' and 'Lowest thru 20 --> 1'. At the bottom, there are checkboxes for 'Output variables are strings' and 'Convert numeric strings to numbers ('5'-->5)', along with a 'Width' field set to 8. The 'Continue', 'Cancel', and 'Help' buttons are at the bottom.

Recode into Different Variables: Old and New Values

Old Value

- ☐ Value:
- ☐ System-missing
- ☐ System- or user-missing
- ☒ Range:
21 through 30
- ☐ Range, LOWEST through value:
- ☐ Range, value through HIGHEST:
- ☐ All other values

New Value

- ☒ Value: 2
- ☐ System-missing
- ☐ Copy old value(s)

Old --> New:

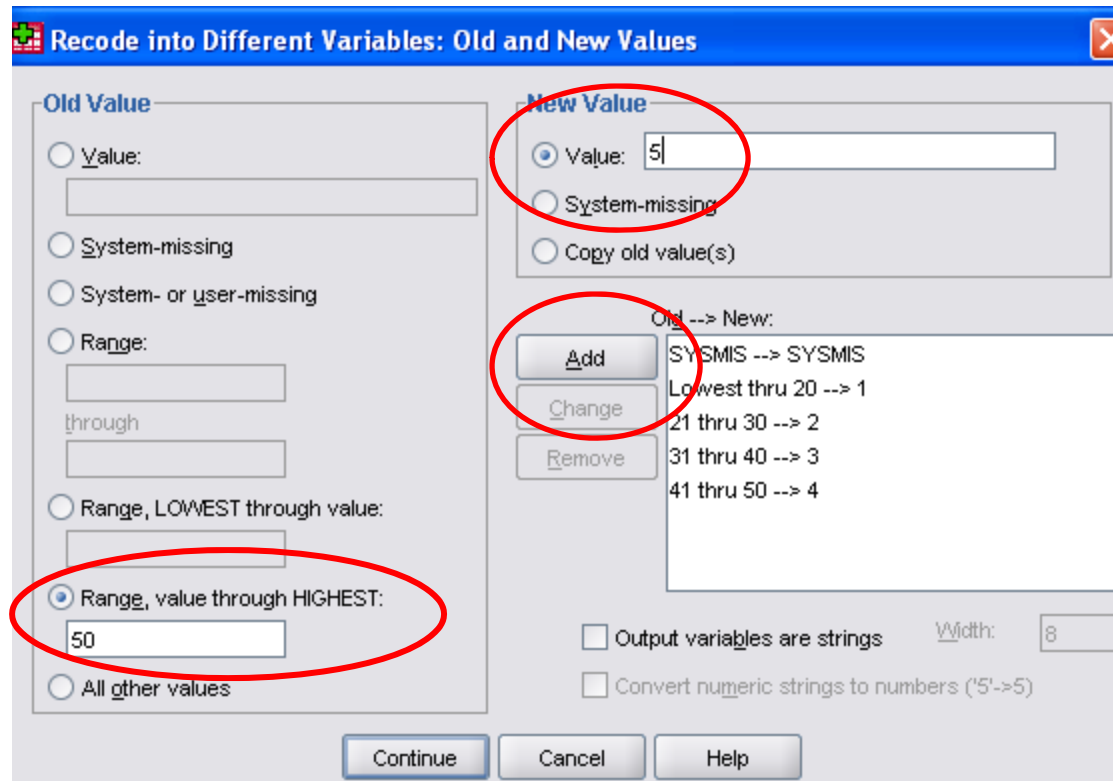
- ADD SYSMIS --> SYSMIS
- Lowest thru 20 --> 1

☐ Output variables are strings Width: 8

☐ Convert numeric strings to numbers ('5'-->5)

Continue Cancel Help

- Lastly, under old value choose radio button **Range, value through HIGHEST**, type 51 in the box
- Under New value type 5 in the **value** box
- Click **Add**



The image shows the 'Recode into Different Variables: Old and New Values' dialog box in SPSS. The 'Old Value' section on the left has the radio button 'Range, value through HIGHEST:' selected, with the value '50' entered in the adjacent box. The 'New Value' section on the right has the radio button 'Value:' selected, with the value '5' entered in the adjacent box. The 'Add' button is circled in red. Below the 'Add' button, there is a list of old-to-new value mappings: 'SYSMIS --> SYSMIS', 'Lowest thru 20 --> 1', '21 thru 30 --> 2', '31 thru 40 --> 3', and '41 thru 50 --> 4'. At the bottom, there are 'Continue', 'Cancel', and 'Help' buttons.

Recode into Different Variables: Old and New Values

Old Value

- ☐ Value:
- ☐ System-missing
- ☐ System- or user-missing
- ☐ Range:
- ☐ Range, LOWEST through value:
- ☒ Range, value through HIGHEST: 50
- ☐ All other values

New Value

- ☒ Value: 5
- ☐ System-missing
- ☐ Copy old value(s)

Old --> New:

- SYSMIS --> SYSMIS
- Lowest thru 20 --> 1
- 21 thru 30 --> 2
- 31 thru 40 --> 3
- 41 thru 50 --> 4

☐ Output variables are strings Width: 8

☐ Convert numeric strings to numbers ('5'-->5)

Continue Cancel Help

Computing a New Variable

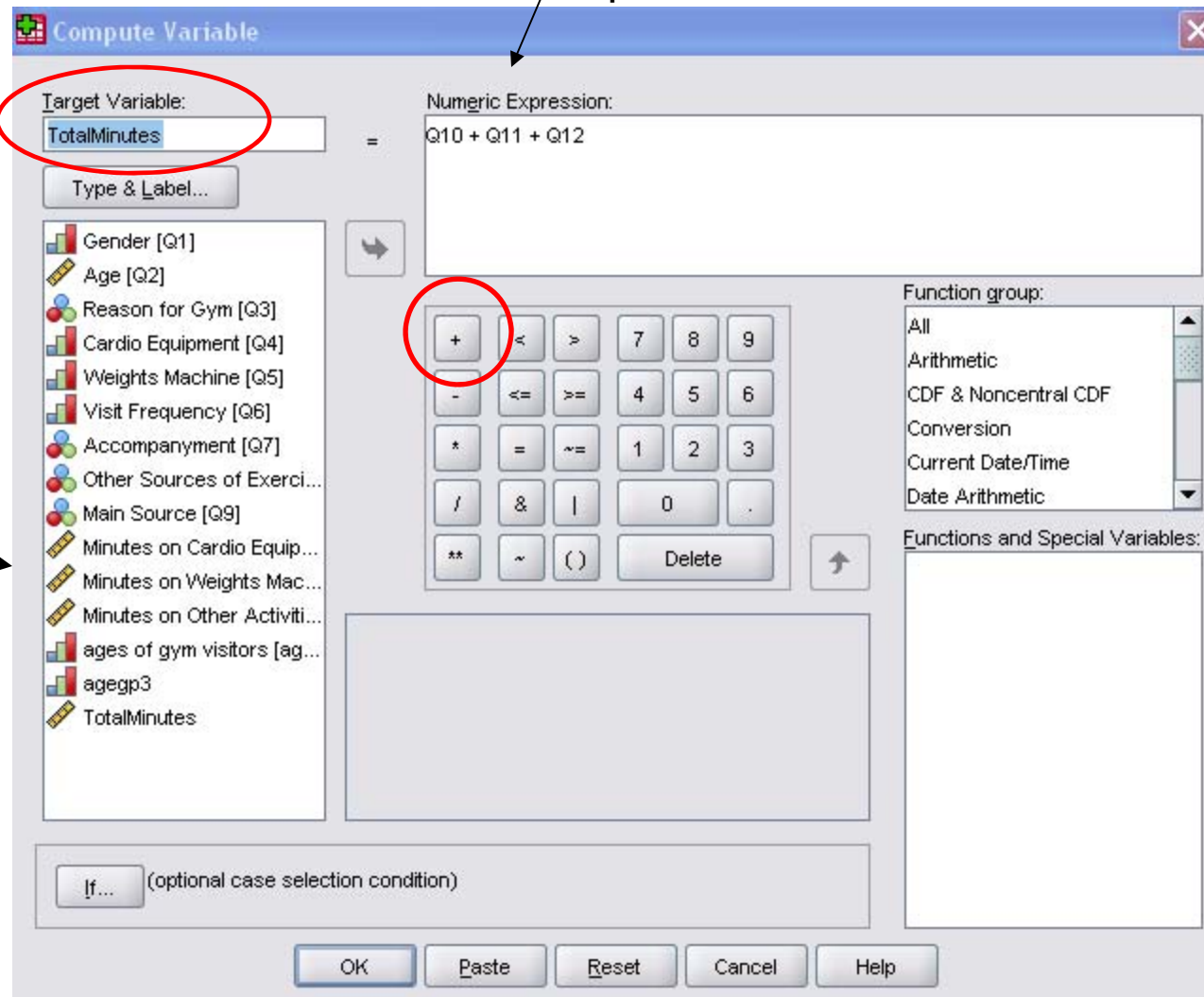
- We can calculate the **Total Minutes** spent in the gym by summing three variables: **minutes on cardio, minutes on weights and minutes on other**
- Click on Transform Menu
- Click on Compute Variable
- Under target variable type **TotalMinutes** (no space)

- Choose first variable **Minutes on Cardio** from list use arrow to send to numerical expression box. Click on **+** in calculator
- Choose second variable **Minutes on Weights** from list use arrow to send to numerical expression box. Click on **+** in calculator
- Choose third variable **Minutes on Other** from list use arrow to send to numerical expression box. Click on **+** in calculator
- Click **OK**

Type new
Variable
name

Numerical
expression

Choose
variables



The image shows the 'Compute Variable' dialog box in SPSS. The 'Target Variable' field contains 'TotalMinutes'. The 'Numeric Expression' field contains 'Q10 + Q11 + Q12'. A list of variables is on the left, including 'Gender [Q1]', 'Age [Q2]', 'Reason for Gym [Q3]', 'Cardio Equipment [Q4]', 'Weights Machine [Q5]', 'Visit Frequency [Q6]', 'Accompaniment [Q7]', 'Other Sources of Exerci...', 'Main Source [Q9]', 'Minutes on Cardio Equip...', 'Minutes on Weights Mac...', 'Minutes on Other Activiti...', 'ages of gym visitors [ag...', 'agegp3', and 'TotalMinutes'. A calculator keypad is in the center, with the '+' button circled. The 'Function group' dropdown is set to 'All'. The 'If...' button is at the bottom left. At the bottom are 'OK', 'Paste', 'Reset', 'Cancel', and 'Help' buttons.

Compute Variable

Target Variable:
TotalMinutes

Type & Label...

Gender [Q1]
Age [Q2]
Reason for Gym [Q3]
Cardio Equipment [Q4]
Weights Machine [Q5]
Visit Frequency [Q6]
Accompaniment [Q7]
Other Sources of Exerci...
Main Source [Q9]
Minutes on Cardio Equip...
Minutes on Weights Mac...
Minutes on Other Activiti...
ages of gym visitors [ag...
agegp3
TotalMinutes

Numeric Expression:
Q10 + Q11 + Q12

Function group:
All
Arithmetic
CDF & Noncentral CDF
Conversion
Current Date/Time
Date Arithmetic

Functions and Special Variables:

If... (optional case selection condition)

OK Paste Reset Cancel Help

Chi Square Test

- The Chi-Squared test is applied to contingency tables (crosstab)
- It allows us to establish how confident we can be that there is a relationship between two variables in the population
- The Chi-Squared value means nothing on its own
- Only meaningful when interpreted in relation to its associated level of statistical significance e.g. 5%.
- This means there is a 5 in 100 chance that there might be a relationship when there is none in the population

- We also have to setup a **Null Hypothesis**. This stipulates that two variables are not related in the population
- Lastly, we have determine the **Critical Value**, which is determined by the degrees of freedom and significance level
- Degrees of Freedom= (no of columns-1)(no of rows-1)
- Need to use Chi-Squared Distribution tables to look up *Critical Value*

Example

- Suppose we wanted to confirm or prove that is no relationship between **gender** and **Reason for Gym**
- Significance level 5% (0.05) meaning 95% confidence level that there is no relationship
- **Null Hypothesis H_0 : there is no relationship**
- Degrees of freedom = $(2 - 1)(4 - 1) = 3$
- Critical Value = 7.815
- From SPSS Chi-Squared value = 22.726

Chi-Squared Value

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		4	95% Confidence Interval	
					Lower Bound	Upper Bound		Sig.	Lower Bound
Pearson Chi-Square	22.726 ^a	3	.000	.000 ^b	.000	.033			
Likelihood Ratio	25.005	3	.000	.000 ^b	.000	.033			
Fisher's Exact Test	24.148			.000 ^b	.000	.033			
Linear-by-Linear Association	9.716 ^c	1	.002	.000 ^b	.000	.033	.000 ^b	.000	.033
N of Valid Cases	90								

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.20.

b. Based on 90 sampled tables with starting seed 926214481.

c. The standardized statistic is -3.117.

Correlations

		Gender	Reason for Gym
Gender	Pearson Correlation	1.000	-.330**
	Sig. (2-tailed)		.001
	N	90.000	90
Reason for Gym	Pearson Correlation	-.330**	1.000
	Sig. (2-tailed)	.001	
	N	90	90.000

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson Coefficient confirming that there is a relationship. Negative in nature

- So we can reject H_0 : **there is no relationship since the Chi-Squared value is greater than the Critical Value**
- And conclude that there is a relationship between Gender and Reason for gym at the 5% significance level
- Also Pearson's Correlation confirms that there is a relationship