



# Making Sense of Multivariate Data Analysis: An Intuitive Approach

*John Spicer*

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**Making Sense of Multivariate Data Analysis** is a short introduction to multivariate data analysis (MDA) for students and practitioners in the behavioral and social sciences. It provides a conceptual overview of the foundations of MDA and of a range of specific techniques including multiple regression, logistic regression, discriminant analysis, multivariate analysis of variance, factor analysis, and log-linear analysis. As a conceptual introduction, the book assumes no prior statistical knowledge, and contains very few symbols or equations. Its primary objective is to expose the conceptual unity of MDA techniques both in their foundations and in the common analytic strategies that lie at the heart of all of the techniques. Although introductory, the book encourages the reader to reflect critically on the general strengths and limitations of MDA techniques. Each chapter includes references for further reading accessible to the beginner.

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