Quick Tour I Review Questions

1. What does the data in the rows and the columns represent?

2. Under what menu command contains operations to save a data file, open a data file, and exit SPSS?

3. What menu item would you use for cutting, copying, and pasting in the SPSS data editor?

4. What does the acronym SPSS stand for?
   (Open SPSS to answer the following Question)

5. Suppose you find that a variable had been left out of the middle of an SPSS dataset. How would you insert that variable in its proper place in the dataset? (procedure)

6. What does the “Target Variable” do? (Located under the Transform. > > Compute Variable command)

Quick Tour II Review Questions

1. Name at least three different analyses you could do with the analysis menu.

2. If a person wanted to do some simple summaries of frequencies or to build a table with SPSS, what menu item would that person use?

3. Name three types of graphs that can be created by SPSS.
   (Open SPSS to answer the following Question)

4. If you wanted information about a particular variables appearing in the SPSS data editor, how would you obtain it?

Milk Bone Biscuits Entering & Saving Data Review Questions

1. What are the "rules" when assigning variable names in SPSS?

2. How do you enter a variable name into an SPSS dataset? (procedure)

3. What are the numerical codes entered into the SPSS data editor mean?

4. How do you save an SPSS dataset? (procedure)

Milk Bone Biscuits Modifying & Labeling Variables Review Questions

1. What is the default for variable type?

2. How do you insert a variable label in SPSS? (procedure)

3. How does a Variable Label differ from a Value Label?
4. How do you enter value labels in for a variable? (procedure)

5. How is the data presented when you are in data view >> go into the View menu and >> select the Value-Label option?

6. How do you see the variables that have no described values under the View >> Value-Label command?

**Coca Cola Review Questions**

1. How do you make the value labels appear on an SPSS for Windows Variable View window?

2. Under what SPSS menu command will you find the command to "insert case?" What is a case, and how do you insert it in the data editor?

3. If you happen to forget to include a variable in your SPSS data editor dataset, do you need to start over and re-enter all the variables? If not, what can you do?

**Red Lobster: Recoding and Computing Variables**

1. What is a reverse-scored variable, and what purpose does it serve?

2. When you recode a variable using the "into the same variable" option, what happens to the original data values? What purpose do you think the "into different variable recode" option serves?

3. How does a computed variable differ from a recoded variable?

4. A researcher has coded all instances where respondents have indicated "do not know" or "refuse to answer" with the code, "99." How can you use the recode operation to cause SPSS for Windows to recognize that 99 stands for missing data?

5. Below are the paired ratings for Red Lobster and Jake's Seafood Restaurant for 10 respondents for each of three different restaurant features. The 7-point ratings were obtained on a questionnaire that instructed respondents to rate each restaurant from low-to-high prices, fast-to-slow service, and wide-to-limited menu. **Input these responses into an SPSS for Windows dataset (you will need to open a new data window within SPSS**_

<table>
<thead>
<tr>
<th>PRICES</th>
<th>SERVICE</th>
<th>MENU</th>
</tr>
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<tbody>
<tr>
<td>Red Lobster</td>
<td>Jake's</td>
<td>Red Lobster</td>
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<td>3</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>
a. Recode the service and menu ratings so they are negative-to-positive – use the “into same variable” command

b. Compute average overall ratings for Red Lobster and Jake’s Seafood Restaurant using the three restaurant attributes of: prices, service, and menu.

c. Compute the difference between the average for each restaurant for each respondent.

d. Inspect your computed differences across all ten respondents, and indicate which restaurant has a better overall perceived image.

Noxzema Skin Cream Selecting Cases Review Questions

1. How would you indicate that you wanted to select all cases where AGE was equal to or greater than 25 years?

2. What is the function of the "filter" variable created by SPSS when you select cases?

3. How can you unselect cases?

Descriptive Statistics for Nominal Data Review Questions

1. What is revealed when you use the Utilities-Variables command in SPSS?

2. What are the proper descriptive statistics for nominal variables?

3. When you open the statistics options panel under the Frequencies command, all statistics check boxes are blank. Why do you think this is the default?

4. How is the mode indicated on SPSS output?

5. What is the “Valid Percent” in an SPSS frequencies table, and how are these values computed? How is it different from the “Percent” column?

Descriptive Statistics for Scaled Data Review Questions

1. What distinguishes metric data?

2. What are the appropriate descriptive statistics with metric (scaled) data?

3. With the Descriptives command, the mean, standard deviation, minimum, and maximum check boxes are checked when the options window opens. Why do you think this is the default?

4. The median is not provided as a Descriptives Options. How can you determine the median for a variable in an SPSS dataset?

5. Indicate whether you should use Frequencies or Descriptives to calculate the appropriate descriptive statistics for each of the following variables.

   a. Gender
b. Type of dwelling
c. Take home pay (exact amount)
d. Favorite brand of diet cola
e. First, second, and third choice of pain reliever
f. Satisfaction with customer service on a 7-point scale

Working with SPSS Output Review Questions

1. How is SPSS output arranged in the SPSS Output Viewer?
2. If the navigation pane is not visible in the SPSS Output Viewer window, how can you make it appear?
3. How do you place a descriptive heading in your SPSS output?
4. How would you indicate an interpretation or place a note in your SPSS output?

Establishing Confidence Intervals for Means Review Questions

1. What is a one-sample t-test all about?
2. When the test value in a one-sample t-test is set to zero, what type of statistical test will result?
3. When obtaining a confidence interval for a mean with SPSS, what is the function of the significance level reported in the output?

Testing a Hypothesis for a Mean Review Questions

1. What SPSS analysis command sequence is used to open up the set up window to test a hypothesis about a mean?
2. When performing a hypothesis test for a mean, what is the test value?
3. Which part of the output do you look at to see if there is support for your hypothesized mean?
4. When performing a hypothesis test for a mean with SPSS, how would you interpret the significance level reported in the output? What does it mean if the sig. level is < .05? >.05?
5. For which two types of data scales can you run a hypothesis test for?

Assessing Differences Between Means for 2 Groups (Independent) Review Questions

1. With an Independent Samples T-test, how many groups are involved, and why are the groups considered "independent?"
2. What are the two conditions that must be satisfied in order to perform an Independent Samples T-test?
3. If you had an SPSS dataset with a variable, USERTYPE, measured as NONUSER (=1), LIGHT USER (=2), and HEAVY USER (=3), how would you go about comparing the means of each user type to other user types for the variable, HOWMUCH?

4. Indicate how to determine if the variances of two compared means are equal or unequal.

5. If the Sig. (2-tailed) statistic is <.05, what does this mean? Is there a significant difference between the 2 means?

**Assessing Differences Between Means for 2 Questions (Paired) Review Questions**

1. How many groups are involved in a Paired Samples T-test? Explain.

2. When running a paired t-test, what is crucial for the 2 variables/questions to have?

3. Describe how you would determine if the means of two variables in the same dataset are significantly different. Specifically, what output table would you inspect, and how would you determine the significance level?

4. Suppose you had a 7-point rating scale where respondents indicate how important a store’s attributes are in deciding to be loyal to that store, and a 1-5 rating scale where respondents indicated how well that store performed on each of these attributes. What is the proper use of a Paired Samples Test in this instance?

**Applying ANOVA (Analysis of Variance) Review Questions**

1. What is the purpose of an ANOVA test?

2. What the two things you need to use ANOVA?

3. With ANOVA, differentiate a dependent variable from a factor. Indicate the scaling assumptions of each.

4. What is a Post Hoc Test? Describe how a Duncan’s test presents significantly different group means.

5. How does one interpret the significance level reported in an ANOVA table?

6. The Advanced Automobile Concepts survey example ANOVA resulted in a significance level of .000. Does this number mean that there is absolutely no support for the null hypothesis?

**Setting Up and Analyzing Cross-Tabulations Review Questions**

1. What are the appropriate scaling assumptions of crosstabulated variables?

2. Where is the ”crosstabs” command found in SPSS for Windows?

3. What is a crosstabulation, and why is it used?

4. What are the ”observed” counts in a crosstabulation table?
In the Chi-Square Tests table, how many statistics are reported if you select "Chi-Square" in the statistics dialog box of the crosstabs routine? Which one(s) are relevant to crosstabulation analysis (as it is described by your textbook)?

How can you determine if a crosstabulation result is statistically significant? What statistic do you examine? Explain what is meant by a statistically significant crosstabulation finding.

**Working with Correlations Review Questions**

1. What are the appropriate scaling assumptions of variables analyzed using Pearson Product Moment correlations?
2. How many different types of correlations are available under the SPSS for Windows bivariate correlation procedure? Which one is the default?
3. What is the null hypothesis in correlation analysis, and how do you determine the degree of support for the null hypothesis?
4. If you were inspecting an SPSS correlation matrix, and you found a correlation coefficient without any asterisk(s) beside it, what would this signify?
5. Why does SPSS for Windows report the sample size for every pair of variables for which it computes a correlation? That is, why not just report the total sample size?
6. Suppose you found a correlation of .546 between sales and sales force size with a significance level of .95. How would you interpret this finding?
6. Is it correct to claim that its higher prices in some territories caused Novartis' sales to be lower in those territories? Why or why not?

**Running and Interpreting Bivariate Regression Review Questions**

1. What are the appropriate scaling assumptions of variables analyzed using bivariate regression?
2. What is bivariate regression analysis?
3. With a bivariate regression analysis output, if the ANOVA table reported a significance level of .90, how should you interpret this finding?

**Running and Interpreting Multiple Regression Review Questions**

1. What are the appropriate scaling assumptions of variables analyzed using multiple regression?
2. Explain the value of the use of multiple regression in a marketing situation.
3. What does the ANOVA table in a multiple regression output tell you? Explain.
4. What is a trimmed multiple regression model? When should you trim a multiple regression model?
5. What are standardized beta coefficients, and how should they be interpreted?