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**Sinopsis**

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Learn how to manage JMP data and perform the statistical analyses most commonly used in research in the social sciences and other fields with JMP for Basic Univariate and Multivariate Statistics: Methods for Researchers and Social Scientists, Second Edition.

Updated for JMP 10 and including new features on the statistical platforms, this book offers clearly written instructions to guide you through the basic concepts of research and data analysis, enabling you to easily perform statistical analyses and solve problems in real-world research. Step by step, you'll discover how to obtain descriptive and inferential statistics, summarize results clearly in a way that is suitable for publication, perform a wide range of JMP analyses, interpret the results, and more.

Topics include

!screening data for errors

!selecting subsets

!computing the coefficient alpha reliability index (Cronbach's alpha) for a multiple-item scale

!performing bivariate analyses for all types of variables

!performing a one-way analysis of variance (ANOVA), multiple regression, and a one-way multivariate analysis of variance (MANOVA)

Advanced topics include analyzing models with interactions and repeated measures. There is also comprehensive coverage of principle components with emphasis on graphical interpretation.

This user-friendly book introduces researchers and students of the social sciences to JMP and to elementary statistical procedures, while the more advanced statistical procedures that are presented make it an invaluable reference guide for experienced researchers as well