Factor Analysis

Assignment.

Mertler & Vanetta, Chapter 9

Terms you should know.

Principle Components Analysis

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Factor Analysis

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Exploratory Factor Analysis

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Confirmatory Factor Analysis

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Eigenvalue

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Scree Plot

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Factor Rotation

Communality

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Factor Loading

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Factor Loading Matrix ....

Orthogonal Factor Rotation ....

Oblique Factor Rotation ....

Factor Score ....

Concepts and Interpretation.

1. What are the major goals of factor analysis?

2. What are the major considerations that have to be made when conducting a factor analysis?

3. What are the statistical requirements of the data that have to be satisfied when conducting a factor analysis?

4. What is meant by the term 'factor extraction?'

5. What techniques are used to determine the number of factors to be extracted in a factor analysis?

6. What are the consequences of doing an orthogonal vs. oblique factor rotation?

SPSS Assignment #6.

NAME: _____

1. Using SPSS data set select any thirty words (W001 to W324) and conduct a factor analysis.

   a. Include a Scree Plot.

   b. How many factors did you get?

   c. For each factor: What words loaded on that factor? How do you interpted that factor?

      i.

      ii.

      iii.

      iv.