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The model summary table is shown in SPSS Output 7.5 and you should notice that under this table SPSS tells us what the dependent variable (outcome) was and what the predictors were in each of the two models. In the column labelled R are the values of the multiple correlation coefficient between the predictors and the outcome. When only advertising budget is used as a predictor, this is the simple correlation between advertising and record sales (0.578). In fact all of the statistics for model 1 are the same as the simple regression model earlier (see section 7.4). The next column gives us a value of R, which we already know is a measure of how much of the variability in the outcome is accounted for by the predictors. For the first model its value is.335, which means that advertising budget accounts for 33.5% of the variation in record sales. However, when the other two predictors are included as well (model 2), this value increases to.665 or 66.5% of the variance in record sales. Therefore, if advertising accounts for 33.5%, we can tell that attractiveness and radio play account for an additional 33%.[9]So, the inclusion of the two new predictors has explained quite a large amount of the variation in record sales. Its worth remembering that you can have a perfectly good model for your data (no outliers, influential cases, etc.) and you can use that model to draw conclusions about your sample, even if your assumptions are violated. However, its much more interesting to generalize your regression model and this is where assumptions become important. If they have been violated then you cannot generalize your findings beyond your sample. The options for correcting for violated assumptions are a bit limited. If residuals show problems with heteroscedasticity or non-normality you could try transforming the raw data but this wont necessarily affect the residuals! If you have a violation of the linearity assumption then you could see whether you can do logistic regression instead (described in the next chapter). Finally, there are a series of robust regression techniques (see section 5.7.4), which are described extremely well by Rand Wilcox in Chapter 10 of his book. SPSS cant do these methods directly (well, technically it can do robust parameter estimates but its not easy), but you can attempt a robust regression using some of Wilcoxs files for the software R (Wilcox, 2005) using SPSSs R plugin.

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Consider a decision to purchase SPSS software. This is for our next chapter and involves one of the key questions in this book. Depending

on how long you have been using SPSS and what SPSS you are familiar with, one of the two situations might be true. Table 3 shows the situation you will encounter. When you purchase SPSS, you automatically become a member of SPSS.com and receive a free 30-day trial of SPSS Pro. When it comes time to renew your membership (which is usually a $50 or $100 charge) you will be asked about whether you want to create a SPSS user ID to use in the program. You will need to do this. However, if the renewal charge has not been paid or you dont want to get a user ID you can choose to cancel the membership at this time and only be charged a refund. The SPSS Statistics program offers an automated analysis of the effects that experimental factors can have on the outcome of a statistical analysis using Multivariate Analysis of Variance (MANOVA) or General Linear Models (GLM). Multiple Comparisons allows you to compare the effect sizes of pairs or groups of factors on the outcome of the analyses. You can perform a main effect, pairwise interaction, and multiple comparisons all at once in SPSS. After a main effect analysis is performed, you can view the effect sizes. If you have specified the multiple comparisons option, SPSS will present the exact p-value for each factor included in the model, along with the effect size and a 90% confidence interval. Furthermore, SPSS will provide the statistical significance, the effect size, and the p-value for each pairwise comparison. This data can be entered into SPSS to view the results. Do not forget that the SPSS data tables you present to your students or fellow scholars may be used by other scholars to check your work. These tables are sometimes passed around in sealed envelopes. Therefore, a good presentation of your data will make it easier to share your work. 5ec8ef588b

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