

Introduction to SPSS

Activities

OPEN SPSS 17 – NOT SPSS 16! Click on “Open Data”.

1. Open “Internet & Advertising – Patients.sav” data file. [Note: SPSS data files are *.sav files.]
2. Go to “Variable View” [Variable View and Data View tabs are along the bottom of the screen]
3. Expand the “Labels” column so that you can see what each question asked.
4. Notice that some items are “Scales” (interval data) and some are “Nominal” (codes are merely labels).
5. Items Q702.1-Q702.9 are interval scales measuring frequency (only 4 levels)
Run a frequency analysis of these questions.
[Click on Analyze, then Descriptive Statistics, then Frequencies.]
6. Items Q704.1-Q704.21 are nominal (Yes/No items)
Run a frequency analysis of these questions.
[Click on Analyze, then Descriptive Statistics, then Frequencies.]
7. Recode Q704.1-Q704.21 so that 1=Yes and 0=No. [Follow procedure in SPSS Handout.]
8. Create a new variable (“Print”) by adding all Q704.1-Q704.21 items that involve print media.
[Follow procedure in SPSS Handout.]
9. Recode Q178 [Ethnicity] so that 1=1, 2=2, 3=3, 4,5,6,7=4.
10. Gender is Q210 [1=males, 2=females]
11. Test if there are Gender of Ethnic differences for Print.
[T-test or One-Way ANOVA. Follow procedure in SPSS Handout.]
12. Test if there are Gender of Ethnic differences for a few of the Q702.1-Q702.9 items.
[T-test or One-Way ANOVA. Follow procedure in SPSS Handout.]