

Survey Project
Data Analysis Guide

I. Computing Scale Scores.

- In the data file that I have given you, I have already done the following.
 - Selected the items that will be used for the Radford Disgust Questionnaire measure that we created.

Dropped Items (item total correlations): dsr1 (.0258), dsr6 (-.2102), dsr16 (.0576), dsr20 (.2884), and dsr25 (.2833)

Note: item six had a negative correlation with all of the other items (-.2102):
What does this suggest?

- Reverse scored all of the appropriate items.
 - For: Disgust Sensitivity: items 1, 6, & 18
 - A new variable was created for each of these where a higher score indicates greater sensitivity to disgusting stimuli
 - Select **Transform** from the pull down menu in the data editor window
 - Transform => Compute
 - Target Variable = dsr1r
 - Variable Label = Disgust Sensitivity Revised Item 1 reverse scored (2-dsr1)
 - Numeric Expression = 2-dsr1
 - By subtracting each person's score from 2 it turns all the 2s into 0s, all the 1s to 1s, and all the 0s into 2s. This keeps the meaning of responses to these items consistent with the other items in the scale, where a higher score indicates greater disgust sensitivity.

- Calculated the Alpha Coefficient (measure of internal consistency)

Disgust Sensitivity Total:	.7986
Radford Disgust Questionnaire:	.9603
BSRI Masculinity:	.8085
BSRI Femininity:	.8654

Note: Report these alphas with the means, standard deviation, and ranges in the *Measures* section of the methods.

- Using the Compute commands, I averaged the items of each scale together to form a single score for each measure.

Note that some measures do not provide a single score, they may have multiple subscales, but all the measures we used provide a single overall score.

I computed the Disgust Sensitivity Total score by doing the following.

- Select **Transform** from the pull down menu in the data editor window
- Transform => Compute.
- Target Variable = dstotal
- Variable Label = Disgust Sensitivity Total Scale Score (average of all items)
- Numeric Expression: MEAN(ds1r, ds2, ds3, ds4, ds5, ds6r, ds7, ds8, ds9, ds10, ds11, ds12, ds13, ds14, ds15, ds16, ds17, ds18r, ds19, ds20, ds21, ds22, ds23, ds24, ds25, ds26, ds27, ds28, ds29, ds30, ds31, ds32).

Note: This function averages all the responses on these items together for each subject. You could also just add each item and divide by the number of items [e.g., (ds1r+ds2 + ds3 + ds4 + ds37)/32].

- Click OK when you are done and the new variable is added to the end (right) of the data view spreadsheet (bottom of the variable view spreadsheet).

Radford Disgust Questionnaire Total score. Average of all items that were kept.

- Select **Transform** from the pull down menu in the data editor window
- Transform => Compute.
- Target Variable = dsrtotal
- Variable Label = Radford Disgust Questionnaire Total Score (average of all items)
- Numeric Expression: MEAN(dsr2, dsr3, dsr4, dsr5, dsr7, dsr8, dsr9, dsr10, dsr11, dsr13, dsr14, dsr15, dsr17, dsr18, dsr19, dsr21, dsr22, dsr23, dsr24, dsr26, dsr27, dsr28, dsr29, dsr30, dsr31, dsr32, dsr33, dsr34, dsr35, dsr36, dsr37, dsr38, dsr39, dsr40, dsr41, dsr42, dsr43, dsr44, dsr45, dsr46, dsr47, dsr48, dsr49, dsr50, dsr51, dsr52, dsr53, dsr54, dsr55, dsr56, dsr57, dsr58, dsr59, dsr60, dsr61).
- Click OK when you are done and the new variable is added to the end (right) of the data view spreadsheet (bottom of the variable view spreadsheet).

BSRI Masculinity Scale score. Average of all masculine items.

- Select **Transform** from the pull down menu in the data editor window
- Transform => Compute.
- Target Variable = masc
- Variable Label = Masculinity Scale score BSRI
- Numeric Expression: MEAN(bsri1, bsri4, bsri7, bsri10, bsri13, bsri16, bsri19, bsri22, bsri25, bsri28, bsri31, bsri34, bsri37, bsri40, bsri43, bsri46, bsri49, bsri52, bsri55, bsri58).
- Click OK when you are done and the new variable is added to the end (right) of the data view spreadsheet (bottom of the variable view spreadsheet).

BSRI Femininity Scale score. Average of all feminine items.

- Select **Transform** from the pull down menu in the data editor window
 - Transform => Compute.
 - Target Variable = feminine
 - Variable Label = Femininity Scale score BSRI
 - Numeric Expression: MEAN(bsri2, bsri5, bsri8, bsri11, bsri14, bsri17, bsri20, bsri23, bsri26, bsri29, bsri32, bsri35, bsri38, bsri41, bsri44, bsri47, bsri50, bsri53, bsri56, bsri59).
 - Click OK when you are done and the new variable is added to the end (right) of the data view spreadsheet (bottom of the variable view spreadsheet).
- Note: The attachment measures do not need to be summed to form a single a score. Each item is considered a scale of its own.

II Descriptive Analyses

- These analyses should be reported in the Methods section. Some of this information should be presented in the *Participants* section. The rest will be reported in the *Measures* section.

A. Descriptive Analyses for Main Variables

1. Descriptive Statistics for Continuous Variables

- Analyze —> Descriptive Statistics—>Descriptives
 - Variable(s) = dstotal, dsrtotal, masc, faminine, rqsec, rqdis, rqpre, rqfear
 - Request all statistics = Mean, Sum, Kurtosis, Skewness, Standard Deviation, Variance, Range, Minimum, Maximum, Standard Error of the Mean.
 - Paste to Syntax Sheet
- Report =
- *Measures* = For each measure (Disgust Sensitivity, Radford Disgust Questionnaire, Bem Sex Role Inventory, and the Relationship Questionnaire (attachment)) provide separate paragraphs describing each measure, what it asks participants to do, sample items, and how it is scored. Also, at the end of each paragraph present the *M*, *SD*,

Range and Alpha for each scale. The BSRI has 2 scales so you will need to report the mean, standard deviation, range, and alpha for each measure. Similarly, the RQ has for scales, so there are four sets of descriptive data to report.

- Descriptive data could also be reported in a single table.

2. Scale Intercorrelations

- Here we need to report how the scales within a measure are associated with one another.
 - Also, for our new disgust measure we need to report the convergent validity which is indicated by the correlation between the established measure of disgust and our new measure.
 - Analyze → Correlate → Bivariate...
 - Variables = dstotal, dsrtotal
 - Paste the syntax
- Report =
- *Measures* = For the Radford Disgust Questionnaire report the correlation between Disgust Sensitivity and Radford Disgust Questionnaire.
- This could also be reported in the *Results* instead.

B. Descriptive Analyses for Demographic Variables

A. Frequencies for Discrete Variables.

- Analyze → Descriptive Statistics → Frequencies
 - Variable(s) = sex ethnic relstat order.
 - Do not request any statistics or charts
 - Paste to Syntax Sheet
- Report =
- *Participants* = Total number of Participants (28). Gender = % Male, % Female; Ethnicity %'s, Relationship Status %
 - *Procedures* = Packet Order %

B. Descriptive Statistics for Continuous Variables

- Analyze → Descriptive Statistics → Descriptives
 - Variable(s) = age, gpacur, gpahs
 - Request all statistics = Mean, Sum, Kurtosis, Skewness, Standard Deviation, Variance, Range, Minimum, Maximum, Standard Error of the Mean.
 - Paste to Syntax Sheet
- Report =
- *Participants* = Age range (Minimum age - Maximum age), Mean Age, Mean current GPA

III. Demographic Analyses

- Should be reported as the first sub-section of the Results section.
- Age and GPA x Main Variables (selfmon, disgust, locus)
 - Analyze ⇒ Correlate ⇒ Bivariate
 - Variables = dstotal, dsrtotal, masc, feminine, rqsec, rqdis, rqpre, rqfear, age, gpacur, gpahs,
 - Paste.

Note: in the syntax of the correlation you will need to insert the word “with” in the list of variables between **rqfear** and **age**. This will break the correlations up so that you get a 3 x 8 matrix of correlations instead of an 8 x 8 list of correlations. It really makes reading the output much easier, though it will not show you the correlations between age and gpacur and gpahs, nor will it show the correlations between the

main variables.

- Sex x Main Variables
 - Analyze => Compare Means => Independent Samples T Test
 - Test Variables = dstotal, dsrtotal, masc, feminine, rqsec, rqdis, rqpre, rqfear
 - Grouping Variable = sex
 - Define Groups: Use Specified Values: Group 1 = 1, Group 2 = 2.
 - Paste.

- Ethnicity, Relationship Status, & Order x Main Variables
 - Normally you would need to test all of the demographic variables with the main variables of interest. However, I have already done these and none of them are significant. As the analyses below will not be covered until you take 202, you do not have to run them. However, if you decide to do them, they can be completed by following the steps below.
 - Analyze => Compare Means => One Way Anova
 - Dependent List = dstotal, dsrtotal, masc, feminine, rqsec, rqdis, rqpre, rqfear
 - Factor = Ethnic
 - Post Hoc = LSD
 - Options = Descriptives
 - Paste
 - Once you paste the syntax for the Ethnicity Anova, just copy it and paste it and replace ethnic with relstat. Then paste it again and replace ethnic with order. So you will end up with three separate Oneway syntax commands.

- Note: For the demographic analyses section, only report the statistical information for analyses that are significant.

IV. Main Analyses

- Correlations between Disgust Sensitivity, Gender Roles, and Attachment Scales
 - Analyze => Correlate => Bivariate
 - Variables = masc, feminine, rqsec, rqdis, rqpre, rqfear, dstotal, dsrtotal
 - Paste and insert “with” between rqfear and dstotal before you run them.
- Report
 - I would like for you to report the correlations in a table and in the text of the Main analyses section. (Though normally you would do one or the other, but you need the practice)
 - The format for reporting a correlation is $r(df) = .??, p < .0?$
 - if the correlation is non-significant then $r(df) = .??, p < .??, ns.$
 - Remember, for each analysis, restate the hypothesis, tell how it was tested (Pearson’s Product Moment Coefficient or Pearson’s r), tell whether it was significant and report the statistic, and then tell the reader what it means with respect to people and their behaviors (see the paper writing guides for examples)

The table should look something like the one bellow (only it should be on its own page after the references)

Table 1

Correlations between Disgust Sensitivity, Self Monitoring, and Locus of Control

	Radford	
	Disgust	Disgust
	Sensitivity	Questionnaire
Masculinity	.??	.??
Femininity	.??*	.??
Security	.??	.??
Dismissiveness	.??	.??
Preoccupation	.??	.??
Fearfulness	.??**	.??***

Note. * = $p < .05$, ** = $p < .01$, *** = $p < .001$.