SPSS TASK Harvard Case Solution & Analysis

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Factor analysis,
ns, hierarchical),

SPSS Statistics

SPSS Statistics is a software package used for statistical analysis. Long produced by SPSS Inc., it was acquired by IBM in 2009, and current versions are officially named IBM SPSS Statistics. Companion products in the same family are used for survey authoring and deployment (IBM SPSS Data Collection), data mining (IBM SPSS Modeler), text analytics, and collaboration and deployment (batch and automated scoring services).

SPSS Characteristics

Developer(s) - IBM Corporation
Initial release - 1968
Stable release - 22.0 [1] August 13, 2013
Operating system - Windows, zLinux, Linux / UNIX & Mac Platform Java
Type - Statistical analysis, Data Mining, Text Analytics, Data Collection, Collaboration & Deployment
License - Proprietary software

SPSS Content

Statistics included in the base software:

- **Descriptive statistics**: Cross tabulation, Frequencies, Descriptives, Explore, Descriptive Ratio Statistics
- **Bivariate statistics**: Means, t-test, ANOVA, Correlation (bivariate, partial, distances), Nonparametric tests
- **Prediction for numerical outcomes:** Linear regression
- **Prediction for identifying groups:** Factor analysis, cluster analysis (two-step, K-means, hierarchical), Discriminant

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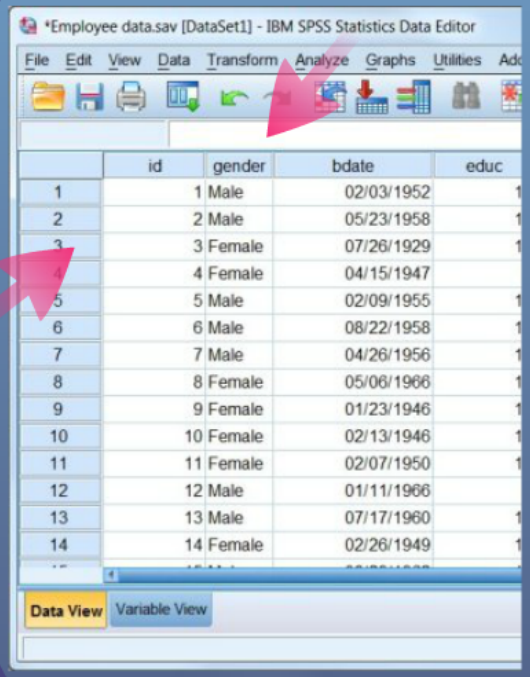
SPSS data



	id	gender	bdate	educ
1	1	Male	02/03/1952	1
2	2	Male	05/23/1958	1
3	3	Female	07/26/1929	1
4	4	Female	04/15/1947	
5	5	Male	02/09/1955	1
6	6	Male	08/22/1958	1
7	7	Male	04/26/1956	1
8	8	Female	05/06/1966	1
9	9	Female	01/23/1946	1
10	10	Female	02/13/1946	1
11	11	Female	02/07/1950	1
12	12	Male	01/11/1966	
13	13	Male	07/17/1960	1
14	14	Female	02/26/1949	1

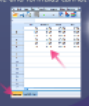
SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). Only two data types are defined: numeric and text (or "string"). All data processing occurs sequentially case-by-case through the file. Files can be matched one-to-one and one-to-many, but not many-to-many.

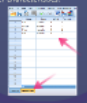
SPSS interface

The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

SPSS DataView

The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). Unlike spreadsheets, the data cells can only contain numbers or text, and formulas cannot be stored in these cells.



SPSS VariableView

The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics.