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Altri autori (Persone)	Dunn-RankinPeter
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Nota di contenuto	CONTENTS; PREFACE; PART I: FOUNDATIONS; PART II: UNIDIMENSIONAL METHODS; PART III: CLUSTERING; PART IV: MULTIDIMENSIONAL METHODS; APPENDIX A: Using a Computer to Solve Problems; APPENDIX B: Tables; REFERENCES; AUTHOR INDEX; SUBJECT INDEX; MAP OF SCALING METHODOLOGY
Sommario/riassunto	Scaling Methods is written for professionals in the behavioral sciences who analyze data that results from subjective responses. Other books on scaling attitudes or measuring perceptions focus on the psychometrician's view of measurement. This book focuses on the users' view by concentrating on effective ways to analyze data rather than the mathematical details of how each program works. The methods included handle the majority of data analysis problems encountered and are accompanied by a software solution. Each chapter features the theory surrounding that methodology, an example, a re