Research Centre for Tourism, Sustainability and Well-being



## Statistical Analysis with SPSS Statistics: An Introductory Course

Teacher: JOÃO MARÔCO [Ph.D., Washington State University - is an associate professor at ISPA - IU where he teaches Statistical Analysis, Research Methods and Advanced Data Analysis Techniques. He has given several lectures and worskhops in Portugal, UK and Brazil in Educational Statistics, Statistical Analysis and Structural Equation Modeling. His research interests include the evaluation and development of psychometric scales, as well as regression applications, structural equation models and classification in the biological, health, social and human sciences. Currently, it has more than 350 research papers published in national and international journals with peer review and four books on Statistical Analysis, Structural Equations and Psychometrics. According to Google Scholar, his works have been cited more than 25,500 times (H=54; i10=173).]

Methodology: The working sessions are theoretical-practical in nature.

In the first part of the session, focus will be on the theoretical foundations of the statistical analysis. In the second part of the sessions, examples of the different statistical techniques will be solved with SPSS STATISTICS. Major examples of data analysis, namely descriptive and graphical analysis, hypothesis tests for group comparison and linear regression, will be addressed.

Course Sessions: 1. Introduction to SPSS, Database Creation and Manipulation

- 2. Descriptive and Graphical Statistics
- 3. Statistical Inference
- 3.1. Introduction to statistical inference
- 3.1.1. Confidence Intervals and Effect size
- 3.2. Parametric tests
- 3.2.1. Tests for comparison of two populations: t-student tests.
- 3.2.2. Analysis of Variance and post-hoc tests
- 3.2 Non-parametric tests
- 3.2.1. Tests for comparison of qualitative variables (Chi-square/Fisher)
- 3.2.2. Test for comparison of ordinal variables (Mann-Whitney and Wilcoxon)
- 3.2.3. Kruskal-Wallis test and multiple comparison of mean ranks
- 3.2.4. Friedman test and multiple comparison of mean ranks
- 4. Linear Regression
- 4.1. Estimation of the Linear Regression model
- 4.2. Significance of the model and tests on the regression coefficients
- 4.3. Coefficient of Determination



**Online - Plataforma Zoom** 

Duração: 12h

Horário das sessões: 16h00 - 19h00



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