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Bonilla y Asociados
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The goal of this book is to foster a basic understanding of factor analytic techniques so that readers can use them in their own research and critically evaluate their use by other researchers. Both the underlying theory and correct application are emphasized. The theory is presented through the mathematical basis of the most common factor analytic models and several methods used in factor analysis. On the application side, considerable attention is given to the extraction problem, the rotation problem, and the interpretation of factor analytic results. Hence, readers are given a background of understanding in the theory underlying factor analysis and then taken through the steps in executing a proper analysis -- from the initial problem of design through choice of correlation coefficient, factor extraction, factor rotation, factor interpretation, and writing up results.

This revised edition includes introductions to newer methods -- such as confirmatory factor analysis and structural equation modeling -- that have revolutionized factor analysis in recent years. To help remove some of the mystery underlying these newer, more complex methods, the introductory examples utilize EQS and LISREL. Updated material relating to the validation of the Comrey Personality Scales also has been added. Finally, program disks for running factor analyses on either an IBM-compatible PC or a mainframe with FORTRAN capabilities are available. The intended audience for this volume includes talented but mathematically unsophisticated advanced undergraduates, graduate students, and research workers seeking to acquire a basic understanding of the principles supporting factor analysis.