

1

Introduction

SUGGESTED COURSE EXTENSIONS

■ A. REVIEWING

1. Find a journal article from your field that involves an application of multivariate analysis. Identify the audience for that journal in terms of
 - a. their discipline(s);
 - b. their expected level of familiarity with the type of multivariate model used in the article. E.g., is that method widely used in the field, new to the field or topic but well-established elsewhere, or new to all fields?
 - c. their expected use of the results (e.g., research, policy, education).

2. In that article:
 - a. Circle one numeric fact or comparison each in the introduction, results section, and concluding section. For each:
 - i. Identify its purpose. Does the author explicitly or implicitly convey the purpose, or is it left unclear?
 - ii. Evaluate the ease of understanding that fact or comparison. Does the author convey its meaning and interpretation?
 - b. Are there other places in the article where a number or comparison would be helpful? Identify the purpose of the number for each such situation.
 - c. What tools are used to present numbers? Do they suit the objective and audience for the article?

3. Find an article in the popular press that refers to an application of a multivariate analysis. (The science and health sections of newspapers and magazines are good resources.)
 - a. Who is the audience for the article (e.g., what is their expected reading level and amount of statistical training)?
 - b. What is the objective of the article?
 - c. Is the article written with appropriate vocabulary and examples for that audience?
 - d. What tools are used to present numbers in the article? Do they suit the objective and audience?