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A step-by-step guide for calculating the most common statistical procedures in user research using Excel or R. With 100 examples pulled from Quantifying the User Experience (Morgan-Kaufmann) we provide the reader with the right methods for comparing means and proportions, generating confidence intervals, finding the right sample size as well as many statistical procedures not available in common statistical packages. The procedures are relevant for small and large sample sizes.

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Teach your students to conduct political research using R, the open source programming language and software environment for statistical computing and graphics. An R Companion to Political Analysis offers the same easy-to-use and effective style as the best-selling SPSS and Stata Companions. The all-new Second Edition includes new and revised exercises and datasets showing students how to analyze research-quality data to learn descriptive statistics, data transformations, bivariate analysis (cross-tabulations and mean comparisons), controlled comparisons, statistical inference, linear correlation and regression, dummy variables and interaction effects, and logistic regression. The clear explanation and instruction is accompanied by annotated and labeled screen shots and end-of-chapter exercises to help students apply what they have learned. "Students will love this book, as will their teachers." ¶ Courtney Brown, Emory University

An R Companion to Applied Regression is a broad introduction to the R statistical computing environment in the context of applied regression analysis. John Fox and Sanford Weisberg provide a step-by-step guide to using the free statistical software R, an emphasis on integrating statistical computing in R with the practice of data analysis, coverage of generalized linear models, and substantial web-based support materials. The Third Edition has been reorganized and includes a new chapter on mixed-effects models, new and updated data sets, and a de-emphasis on statistical programming, while retaining a general introduction to basic R programming. The authors have substantially updated both the car and effects packages for R for this edition, introducing additional capabilities and making the software more consistent and easier to use. They also advocate an everyday data-analysis workflow that encourages reproducible research. To this end, they provide coverage of RStudio, an interactive development environment for R that allows readers to organize and document their work in a simple and intuitive fashion, and then easily share their results with others. Also included is coverage of R Markdown, showing how to create documents that mix R commands with explanatory text.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate samples sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site: <http://www.measuringu.com/>

Project-Based R Companion to Introductory Statistics is envisioned as a companion to a traditional statistics or biostatistics textbook, with each chapter covering traditional topics such as descriptive statistics, regression, and hypothesis testing. However, unlike a traditional textbook, each chapter will present its material using a complete step-by-step analysis of a real publicly available dataset, with an emphasis on the practical skills of testing assumptions, data exploration, and forming conclusions. The chapters in the main body of the book include a worked example showing the R code used at each step followed by a multi-part project for students to complete. These projects, which could serve as alternatives to traditional discrete homework problems, will illustrate how to "put the pieces together" and conduct a complete start-to-finish data analysis using the R statistical software package. At the end of the book, there are several projects that require the use of multiple statistical techniques that could be used as a take-home final exam or final project for a class. Key features of the text: Organized in chapters focusing on the same topics found in typical introductory statistics textbooks (descriptive statistics, regression, two-way tables, hypothesis testing for means and proportions, etc.) so instructors can easily pair this supplementary material with course plans Includes student projects for each chapter which can be assigned as laboratory exercises or homework assignments to supplement traditional homework Features real-world datasets from scientific publications in the fields of history, pop culture, business, medicine, and forensics for students to analyze Allows students to gain experience working through a variety of statistical analyses from start to finish The book is written at the undergraduate level to be used in an introductory statistical methods course or subject-specific research methods course such as biostatistics or research methods for psychology or business analytics. Author After a 10-year career as a research biostatistician in the Department of Ophthalmology and Visual Sciences at the University of Wisconsin-Madison, Chelsea Myers teaches statistics and biostatistics at Rollins College and Valencia College in Central Florida. She has authored or co-authored more than 30 scientific papers and presentations and is the creator of the MCAT preparation website MCATMath.com.

The trusted series of workbooks by Philip H. Pollock III and Barry C. Edwards continues with A Microsoft Excel(R)Companion to Political Analysis. In this new guide, students dive headfirst into actual political data working with the ubiquitous Excel software. Students learn by doing with new guided examples, annotated screenshots, step-by-step instructions, and exercises that reflect current scholarly debates in varied subfields of political science, including American politics, comparative politics, law and courts, and international relations. Chapters cover all major topics in political data analysis, from descriptive statistics through logistic regression, all with worked examples and exercises in Excel. No matter their professional goals, students can gain a leg up for their future careers by developing a working knowledge of statistics using Excel. By encouraging students to build on their existing familiarity with the Excel program, instructors can flatten the statistics learning curve and take some of the intimidation out of the learning process. Gain lost time usually spent troubleshooting software to take students with a smooth transition into political analysis.

The R Companion to Elementary Applied Statistics includes traditional applications covered in elementary statistics courses as well as some additional methods that address questions that might arise during or after the application of commonly used methods. Beginning with basic tasks and computations with R, readers are then guided through ways to bring data into R, manipulate the data as needed, perform common statistical computations and elementary exploratory data analysis tasks, prepare customized graphics, and take advantage of R for a wide range of methods that find use in many elementary applications of statistics. Features: Requires no familiarity with R or programming to begin using this book. Can be used as a resource for a project-based elementary applied statistics course, or for researchers and professionals who wish to delve more deeply into R. Contains an extensive array of examples that illustrate ideas on various ways to use pre-packaged routines, as well as on developing individualized code. Presents quite a few methods that may be considered non-traditional, or advanced. Includes accompanying carefully documented script files that contain code for all examples presented, and more. R is a powerful and free product that is gaining popularity across the scientific community in both the professional and academic arenas. Statistical methods discussed in this book are used to introduce the fundamentals of using R functions and provide ideas for developing further skills in writing R code. These ideas are illustrated through an extensive collection of examples. About the Author: Christopher Hay-Jahans received his Doctor of Arts in mathematics from Idaho State University in 1999. After spending three years at University of South Dakota, he moved to Juneau, Alaska, in 2002 where he has taught a wide range of undergraduate courses at University of Alaska Southeast.

Focusing on user-developed programming, An R Companion to Linear Statistical Models serves two audiences: those who are familiar with the theory and applications of linear statistical models and wish to learn or enhance their skills in R; and those who are enrolled in an R-based course on regression and analysis of variance. For those who have never used R, the book begins with a self-contained introduction to R that lays the foundation for later chapters. This book includes extensive and carefully explained examples of how to write programs using the R programming language. These examples cover methods used for linear regression and designed experiments with up to two fixed-effects factors, including blocking variables and covariates. It also demonstrates applications of several pre-packaged functions for complex computational procedures.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Microsoft Excel can perform many statistical analyses, but thousands of business users and analysts are now reaching its limits. R, in contrast, can perform virtually any imaginable analysis¶if you can get over its learning curve. In R for Microsoft® Excel Users, Conrad Carlberg shows exactly how to get the most from both programs. Drawing on his immense experience helping organizations apply statistical methods, Carlberg reviews how to perform key tasks in Excel, and then guides you through reaching the same outcome in R¶including which packages to install and how to access them. Carlberg offers expert advice on when and how to use Excel, when and how to use R instead, and the strengths and weaknesses of each tool. Writing in clear, understandable English, Carlberg combines essential statistical theory with hands-on examples reflecting real-world challenges. By the time you've finished, you'll be comfortable using R to solve a wide spectrum of problems¶including many you just couldn't handle with Excel. ¶ Smoothly transition to R and its radically different user interface ¶ Leverage the R community's immense library of packages ¶ Efficiently move data between Excel and R ¶ Use R's DescTools for descriptive statistics, including bivariate analyses ¶ Perform regression analysis and statistical inference in R and Excel ¶ Analyze variance and covariance, including single-factor and factorial ANOVA ¶ Use R's mlogit package and glm function for Solver-style logistic regression ¶ Analyze time series and principal components with R and Excel

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