

MODULE TWO: Data Collection, Measures and Data Input

AIMS

... in which we examine:

- the methods of data-collection
 - both direct = at the individual level and
 - 'derived' measures of dis/similarity for input to MDS programs, and
- define the structural characteristics of the input data matrix/ces necessary to decide on appropriate programs
- introduce the NewMDSX library of MDS programs, and especially
 - the general purpose utility program (WOMBATS) used to calculate appropriate measures for input.

BACKGROUND & SUPPLEMENTARY READING

The material in this module is covered in Chapter 2 of TUG, and the WOMBATS Users Manual.

OBJECTIVES

By the end of this module, you should:

- be able to identify way, mode, shape and format of data matrices
- understand the strength and weaknesses of methods of direct data-collection and know how to choose an appropriate measure for aggregate data.

EXERCISES

You should (at least) be able to make satisfactory runs of WOMBATS with test data, and then your own (possibly fabricated) data.