

MDS: Interpretation of Configurations

- INTERNAL: Graphic links & simple structures
 - PARALLEL: Detecting clusters and regions (HCS) & embedding
 - EXTERNAL: High Points & Directions (Linear Property and Ideal Points)
 - INTEGRATION: and qualitative mapping & interpretation
-

EXTERNAL interpretation

- Using independent/external information about (or properties of) stimuli as resource to identify structures
 - As “high points” in the configuration
 - As directions or variables increasing in space
 - Using verbalisations of subjects in data-collection to interpret structures
 - Using researchers’ interpretations
-

MDS: GRAPHICAL Interpretation

- **Hi Similarity graph:** 2D SSA; return to data; cut-off pt (top quartile); connect points sequentially from highest
 - **Look out for ...** long links (distortion?); core of clusters; linked sequences
 - **At the end ...** connected graph? (MST); Contorted 1-D structures (horse-shoe; S-shape; seriation)
-