2W2M data & analysis

- **Representation:**
  - Biplot … Stimuli/objects as <u>points</u>
    - Subject/row objects:
      - Distance model … points
      - SP models … vectors
    - INTRA set comparison OK
    - INTER-SET comparison … take care
      - SP & SCA: better to project stimulus points onto row vector

MDS: 2-way 2-mode data

- Implies …
  - DATA involve 2 sets (rows and columns, and are row-conditional, hence rectangular)
  - TRANSFORMATION can be non-metric/ordinal or metric/linear
  - MODELS: Distance & Scalar-products
    - Simple (Euclid.) distance: MD Unfolding RSA
    - Chi-squared distance: Simple Correspondence Analysis
    - Scalar Products: Vector representation: MDPREF