GONZAGA UNIVERSITY
SPSS: Statistical Package for the Social Sciences
DPLS 778- 1 Credit
Summer 2013

Date: Friday, July 20  Time: 8 a.m. – 4 p.m.  Room: TBD
Professor: David Whitfield, Ed.D.

Ph.D. ≠ Quant? Say whaaat?

Why do you need this class?

Your very first job as a brand new Ph.D. is to partake in a research project requiring SPSS. You are to “Screen” and “Clean” the data. Then Check the Mean, Median, Mode, and Standard Deviation for accuracy. Can you do it?

Dean Hackles suddenly changes your department from doing qualitative dissertations to quantitative dissertations. What are your actions? What will you do, Doctor?

Your Marketing, Inc., supervisor wants you to tell her which of three products is most promising based on customer responses. Their software is SPSS. Will you be able to support her?

Course Goals:

- Introduce you to SPSS.
- Minimize your intimidation, anxiety.
- Gain a working knowledge of SPSS through hands-on.
- Produce one two-part paper applying SPSS.

Note: As a newly assigned Ph.D. in either a university or a corporation, fear of quantitative methods is not an option.