Workshop

METHODS OF SCALING IN R

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Abstract

This presentation focuses on the methodology and the use of various scaling methods in R. The construction of composite indicators measuring latent traits is a crucial topic in areas like psychology, sociology, medicine, marketing and many more. As an example we can reference to scales for measuring job satisfaction, customer satisfaction, or patient satisfaction. Usually these indicators are categorical and special approaches are needed to handle data of this type. We give an overview of models from item response theory (Rasch and various extensions), optimal scaling (Gifi, aspect), and multidimensional scaling (smacof) and focus on corresponding R packages that have been implemented recently. Real data applications show how this scaling framework can be used for a comprehensive quantitative analysis of categorical data.

MODALITÀ DI PARTECIPAZIONE
*La partecipazione è gratuita. Per motivi organizzativi è necessario comunicare la propria adesione inviando **entro il 7 Aprile 2010** un messaggio all'indirizzo email manisera@eco.unibs.it indicando nome, cognome, ente di appartenenza, indirizzo, recapito telefonico.*

Dr. Marica Manisera