GENERAL

# applied statistics using spss statistica matlab and r 2nd edition by marques de si 1 2 joaquim p 2007 hardcover

Published: September 19, 2026 | Index ID: #-

## Introduction

In today's data rich research environment, mastering statistical analysis is no longer optional—it is a core competency for scientists, business analysts, and policymakers alike. Whether you are conducting a clinical trial, evaluating marketing campaigns, or exploring ecological patterns, the ability to transform raw data into actionable insights is essential. The 2nd edition of *Applied Statistics Using SPSS, Statistica, MATLAB and R* by Marques de Si, Joaquim P., published in 2007, provides a comprehensive, practical guide that bridges theory and application across four of the most widely used statistical software packages. This article explores the book's strengths, the unique features of each software tool, and how they collectively empower researchers to tackle complex analytical challenges.

## Understanding Applied Statistics in the Modern Era

Applied statistics is the art of using statistical methods to answer real world questions. Unlike theoretical statistics, which focuses on mathematical proofs and abstract concepts, applied statistics emphasizes data collection, model selection, hypothesis testing, and interpretation. The discipline has evolved alongside computational advances, allowing analysts to handle larger datasets, perform sophisticated simulations, and visualize results in more intuitive ways.

Three key drivers shape the contemporary landscape of applied statistics:

- Data Volume and Variety – From social media feeds to sensor networks, datasets are growing in size and complexity.
- Computational Power – Modern processors and cloud computing enable rapid analysis of massive data streams.
- Software Ecosystem – A range of commercial and open source tools provide specialized functions, from basic descriptive statistics to advanced machine learning.

The 2nd edition book positions itself at the intersection of these drivers, offering a unified framework that integrates four prominent statistical software suites.

## The Role of Statistical Software in Applied Research

Choosing the right software can dramatically influence the efficiency, reproducibility, and depth of an analysis. Each platform has its own learning curve, strengths, and typical use cases:

- SPSS – Known for its user friendly interface and extensive built in procedures, ideal for social science researchers.
- Statistica – Combines statistical analysis with data mining capabilities, appealing to engineers and industrial statisticians.
- MATLAB – A high level language that excels in numerical computing and algorithm development, favored in engineering and applied mathematics.

- R – An open source ecosystem with a vibrant community, offering unparalleled flexibility for custom analyses.

Marques de Si's book recognizes this diversity and provides parallel examples across all four platforms, ensuring readers can translate concepts from one environment to another.

## SPSS: A Gateway to Accessible Analysis

SPSS (Statistical Package for the Social Sciences) has long been the go to software for researchers in psychology, sociology, and market research. Its point and click interface lowers the barrier to entry for users unfamiliar with programming.

### Key Features Covered in the Book

- Descriptive Statistics – Frequency tables, cross tabs, and descriptive plots.
- Inferential Tests – t tests, ANOVA, chi square, and non parametric alternatives.
- Regression Analysis – Linear, logistic, and multilevel models.
- Data Management – Variable transformation, missing data handling, and data cleaning.

The book demonstrates SPSS syntax generation, allowing readers to automate repetitive tasks and enhance reproducibility.

## Statistica: Integrating Data Mining and Traditional Analysis

Statistica offers a comprehensive suite that merges classic statistical techniques with advanced data mining methods. It is particularly useful for quality control, reliability engineering, and predictive modeling.

### Highlights from the Text

- Cluster Analysis – Hierarchical and k means clustering with visualization.
- Factor Analysis – Exploratory and confirmatory factor models.
- Design of Experiments – Full factorial, fractional factorial, and response surface methods.
- Time Series Forecasting – ARIMA, exponential smoothing, and seasonal decomposition.

The book's side by side tutorials illustrate how Statistica's graphical user interface complements its scripting language, making it a versatile tool for both novice and experienced analysts.

## MATLAB: Numerical Computing Meets Statistics

MATLAB's matrix oriented language and powerful toolboxes make it a staple in engineering, physics, and finance. While it is not a dedicated statistical package, its flexibility allows users to implement custom algorithms and integrate statistical analysis with simulation.

### Core Topics Explored

- Statistical Functions – Probability distributions, hypothesis tests, and estimation.
- Simulation and Monte Carlo – Generating synthetic data and assessing estimator properties.
- Signal Processing – Spectral analysis, filtering, and time frequency methods.
- Machine Learning – Classification, clustering, and regression using built in functions.

By providing MATLAB scripts alongside explanations, the book empowers readers to extend standard procedures to bespoke research questions.

## R: The Open Source Powerhouse

R is renowned for its extensive package ecosystem and active community. It excels in statistical programming, data manipulation, and advanced graphics.

### Essential Elements in the Book

- Data Wrangling – Using dplyr and tidyr for tidy data pipelines.
- Statistical Modeling – Generalized linear models, mixed effects, and Bayesian approaches.
- Visualization – ggplot2 for elegant plots and interactive graphics with plotly.
- Reproducibility – R Markdown, Shiny apps, and version control integration.

The book's R chapters emphasize reproducible research practices, encouraging readers to document and share their analyses seamlessly.

## The 2nd Edition Book: A Unified Learning Path

Marques de Si's 2nd edition book builds upon the foundation of the first edition by incorporating updated software versions, new statistical methods, and expanded case studies. Its structure is designed to guide readers from basic concepts to advanced applications.

### Table of Contents Overview

1. Introduction to Statistics and Research Design
2. Data Collection and Management
3. Descriptive Statistics and Visualization
4. Probability Theory and Distributions
5. Hypothesis Testing and Confidence Intervals
6. Regression and Correlation Analysis
7. Multivariate Techniques
8. Experimental Design and Analysis of Variance
9. Non Parametric Methods
10. Time Series and Forecasting
11. Data Mining and Machine Learning
12. Special Topics: Survival Analysis, Bayesian Methods, and More
13. Appendices: Software Guides, Cheat Sheets, and Resources

Each chapter includes parallel examples in SPSS, Statistica, MATLAB, and R, ensuring that the reader sees how concepts translate across platforms.

### How the Book Integrates Software Tools

Rather than treating each software package in isolation, the book adopts a comparative approach. For example, when teaching linear regression, the text presents:

- A narrative explanation of the underlying mathematics.
- Step by step instructions for executing the analysis in SPSS, Statistica, MATLAB, and R.
- Interpretation of output tables and diagnostic plots.
- Discussion of software specific nuances, such as default settings or syntax differences.

This methodology not only deepens conceptual understanding but also equips readers with practical skills that are transferable across research environments.

### Target Audience and Learning Outcomes

The book is tailored for:

- Graduate students in statistics, economics, psychology, and engineering.
- Faculty members seeking a comprehensive teaching resource.
- Industry analysts and data scientists looking to broaden their software toolkit.
- Researchers from diverse fields who require a single reference that covers multiple platforms.

Upon completion, readers will be able to:

- Design robust experiments and surveys.
- Perform a wide array of statistical tests and models.
- Interpret results accurately across different software outputs.
- Document analyses using reproducible workflows.
- Choose the most appropriate tool for a given analytical task.

## Practical Examples and Case Studies

To illustrate the book's applied focus, let's walk through three real world scenarios, each demonstrated in SPSS, Statistica, MATLAB, and R.

### Example 1: Survey Data Analysis

A marketing firm collects customer satisfaction ratings on a 5 point Likert scale. The goal is to compare mean scores across three product lines.


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