



Mediation Analysis (Quantitative Applications in the Social Sciences)

Dawn Iacobucci

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This book covers mediation analysis—the examination of whether an effect of one variable on another is direct or indirect or both. Author Dawn Iacobucci offers thorough coverage of introductory and advanced material as well as conceptual and statistical information. The book begins by introducing arguments of causality, and proceeds to examine current options for analyzing data patterns purported to exhibit mediational structures. Iacobucci shows direct and indirect paths via causal paths, regression, and structural equations models. She also grounds readers in a popular structural equations modeling approach so they can implement the statistical methods discussed in testing for evidence of mediation in a variety of empirical contexts.

Key Features

- Explores even the fundamental assumptions underlying mediation analysis
- Describes options for analyzing mediation data
- Provides syntax for a widely available and popular computer program so users can begin implementing mediation ideas immediately on their data

Intended Audience

This book is appropriate for any course in regression and correlation, sociological research methods, quantitative research methods, quantitative techniques in Business & Management, Psychology, Political Science, or Public Policy departments.

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