

## Analyzing Likert Data The Journal Of Extension Joe

This book addresses the needs of researchers who want to conduct surveys online. Issues discussed include sampling from online populations, developing online and mobile questionnaires, and administering electronic surveys, are unique to digital surveys. Others, like creating reliable and valid survey questions, data analysis strategies, and writing the survey report, are common to all survey environments. This single resource captures the particulars of conducting digital surveys from start to finish.

Data Analysis Using SAS offers a comprehensive core text focused on key concepts and techniques in quantitative data analysis using the most current SAS commands and programming language. The coverage of the text is more evenly balanced among statistical analysis, SAS programming, and data/file management than any available text on the market. It provides students with a hands-on, exercise-heavy method for learning basic to intermediate SAS commands while understanding how to apply statistics and reasoning to real-world problems. Designed to be used in order of teaching preference by instructor, the book is comprised of two primary sections: the first half of the text instructs students in techniques for data and file managements such as concatenating and merging files, conditional or repetitive processing of variables, and observations. The second half of the text goes into great depth on the most common statistical techniques and concepts - descriptive statistics, correlation, analysis of variance, and regression - used to analyze data in the social, behavioral, and health sciences using SAS commands. A student study at [www.sagepub.com/pengstudy](http://www.sagepub.com/pengstudy) comes replete with a multitude of computer programs, their output, specific details on how to check assumptions, as well as all data sets used in the book. Data Analysis Using SAS is a complete resource for Data Analysis I and II, Statistics I and II, Quantitative Reasoning, and SAS Programming courses across the social and behavioral sciences and health - especially those that carry a lab component.

Neutrosophy as science has inclusive attributes that make possible to extract the contributions of neutral values in the analysis of data sets; it builds a unified field of logic for transdisciplinary studies that transcend the boundaries between natural and social sciences. Neutral philosophy seeks to solve the problems of indeterminacy that appear universally, to reform the current natural or social sciences, with an open methodology to promote innovation. The research products related in this special issue start from the premise that the difficulty is not the complexity of the social environment, but the instrumental obsolescence to observe, interpret and manage that complexity, there are bold approaches and proposals for valid solutions that come to enrich the universe of resolution through the use of neutral methods. In the last year, the use of tools related to neutrosophy and its application to the social sciences, modeling of social phenomena based on simulation agents, problems associated with health, psychology, education, environmental management and sustainability solutions and legal sciences has increased in the events organized by the Asociacion Latinoamericana de Ciencias Neutrosoficas (ALCN in Spanish). The methods of higher incidence are cognitive maps, neutral ladovs, neutral Delphi, analytical hierarchy process methods, neutral statistics, neutral personality models, among the most significant. In this special issue, there is a predominance of research from Ecuadorian universities, demonstrating how neutrosophy and its methods are consolidated as instruments of analysis, inference and research validation.

Implementing systematic diversity transformation requires embracing all aspects of diversity—gender, sexual orientation, disability, gender identification, and other salient characteristics of difference—as well as race and ethnicity. This book lays out a framework for systematic and sustained diversity process that first recognizes that too many diversity initiatives have generated more statements of intent than actual change, and that audits conducted by outside bodies frequently fail to achieve buy-in or long-term impact, and are costly endeavors. The authors' framework identifies nine dimensions that need to be addressed to achieve a comprehensive audit that leads to action, describes the underlying research-based practices, and offers guidance on ensuring that all relevant voices are heard. The process is designed to be implemented by and within the institution, saving the considerable expense of outside consulting and design. In addition, it offers flexibility in the timing and sequence of implementation, and provides the means for each institution to interrogate its unique circumstances, context, and practices. This book provides a concrete process for data gathering, analysis, and evaluation of institution-wide diversity efforts through a progressive, modular approach to diversity transformation. It provides campuses with the ability to audit, evaluate, and analyze diversity progress on the nine dimensions and prioritize areas of focus. Its systematic, research-based approach supports continuous improvement and proactively addresses accreditation criteria. The book is designed as a collaborative tool that will enable every constituency on campus—from boards of trustees, presidents, provosts, executive officers, diversity officers, deans, department heads and chairs, administrators, HR officers, faculty senates and staff councils, diversity taskforces, multicultural centers, faculty, and researchers—to identify processes and relationships that need to change and implement practices that value and support the diversity on their campuses, and undertake the transformation necessary for institutional success in a changing world. The questions and guidelines set out in this book will enable all stakeholders to:

- Audit the progress on each diversity dimension
- Identify gaps between research-based practices and current approaches
- Tie diversity benchmarks to accreditation frameworks and strategic plans
- Chart the organization's overall progress in the development of comprehensive diversity initiatives leading toward Inclusive Excellence
- Prioritize institutional diversity initiatives based upon a comparison of the current state and the desired state, availability of resources, and the importance of each dimension in relation to institutional diversity goals
- Create a long-term strategy for diversity transformation that provides a concrete, research-based method for auditing progress and future planning

Building an effective, inclusive, and accountable public administration has become a major point of attention for policymakers and academics in Ethiopia who want to realise sustainable development. This first handbook on Ethiopian Public Administration is written by Ethiopian academics and practitioner-academics and builds on PhD studies and conference papers, including studies presented at the meetings of the Ethiopian Public Administration Association (EPAA), established in 2016. Public Administration in Ethiopia presents a wide range of timely issues in four thematic parts: Governance, Human Resources, Performance and Quality, and Governance of Policies. Each of the individual chapters in this volume contributes in a different way to the overarching research questions: How can we describe and explain the contexts, the processes and the results of the post-1990 politico-administrative reforms in Ethiopia? And what are the implications for sustainable development? This book is essential for students, practitioners, and theorists interested in public administration, public policy, and sustainable development. Moreover, the volume is a valuable stepping stone for PA teaching and PA research in Ethiopia.

It is observed that Researchers face a lot of difficulties in planning, design, collection, analysis and interpretation of Likert Scale data. Therefore, as an aid for the researchers it is attempted to write a book entitled 'A Comprehensive Guide for Design, Collection, Analysis and Presentation of Likert and other Rating Scale Data' on this subject with the following chapters

1. Basics of Likert Scale
2. General Issues of Likert Scaling
3. Templates for Creating Likert Scales
4. Basic Concepts of Measurement
5. Analysis of Likert Data
6. Appropriate Chart or Graph for Likert scale
7. Likert Scale Data Analysis with Statistical Software.

This book discusses various efforts to identify, collect, analyse, improve, and present Likert data collected by rating scales such as Likert Scale. Most importunately the book illustrates, review, and critique several forms of collection, analysis, graphical presentation and interpretation of results from studies using rating scales. The most salient and striking features covered in this book are as follows

Differences between Likert-type or Likert scale data

Likert-type data is an ordinal data, therefore, non-parametric tests such as Mann Whitney-U test, Wilcoxon signed-rank test, Kruskal-Wallis test should be used in lieu of parametric tests.

Likert scale data, on the other hand, are analysed as interval data. and analysis that can be performed includes mean for central tendency, standard deviations for

variability, Pearson's r for bivariate analysis, t-test and ANOVA for comparing group means, and regression procedures for associations. For Likert-type data mode or median is used for measuring central tendency and frequencies for variability. Analysis appropriate for ordinal scale items that includes the chi-square measure of association, Kendall Tau B, and Kendall Tau C. The dispute over the use of parametric versus non-parametric methods for the analysis of Likert scale ordinal data has raged for the past eight decades and is discussed fully and suggested the right one. Focuses on validity, reliability and analysis of the Likert Scale. Pictorial display of several ways in which statistical data may be presented pictorially such as different types of graphs and diagrams is covered. Demonstration for Calculating Descriptive Statistics, Chi-Square Goodness-of-Fit, Mann-Whitney U Test, Sign Test, Wilcoxon-Mann-Whitney test and Cronbach's alpha with examples using SPSS.

*Female Sexuality in Modernist Fiction: Literary Techniques for Making Women Artists* provides a chronological investigation of the innovative writing styles of canonical modernist writers to reveal a shift in gendered representations of sexual subjectivity. Positioned at the nexus of studies on the body and sexuality in modernist literature, this book addresses the complex ways that constructions of female sexuality are understood culturally, politically, and epistemologically. Using close reading strategies to identify how modernist authors challenge representations of female positionality as passive, case studies consider how canonical modernist authors – Virginia Woolf, W.B. Yeats, James Joyce, and Samuel Beckett – found new ways to represent women as embodied, sexual, desired, and desiring subjects through prose, poetry, and drama. This book addresses Woolf's *Orlando: A Biography* (1928), Yeats' *The Winding Stair and Other Poems* (1933), Joyce's *Finnegans Wake* (1939), Beckett's *Not I* (1972), and other dramatic works. By rendering sexuality more obviously as a component of female character, these works of modernist literature shape our understanding of the artistic body as a structure for thinking about "woman" as a linguistic construct and material reality. This study will be of great interest to scholars in English literature, women and gender studies, and sexuality studies.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version. Socioscientific issues require individuals to use moral and ethical considerations to help in their evaluation of evidence and decision making, entailing controversial scientific phenomena. Such issues include genetic engineering and biotechnology. Socioscientific issues pedagogy has the potential to enhance students' overall conceptual understanding of scientific phenomena that affect the daily lives of people across the globe. *Socioscientific Issues-Based Instruction for Scientific Literacy Development* is a critical scholarly publication that examines the development of a research-based integrated socioscientific issues pedagogy for use in the K-12 system, teacher education preparation, and informal education centers. The publication focuses on science education researchers and pre-service and in-service teachers' abilities to design and implement meaningful learning opportunities for students to use rationalistic, intuitive, and emotive perspectives as they engage in information reasoning on scientific topics, such as climate change and CRISPR, that are of utmost importance. Teachers in the K-12 system and informal education settings will be able to use this text to enhance scientific literacy among their students. Instructors in teacher preparation programs will be able to use this research-based text to improve pre-service and in-service teachers' abilities to use socioscientific issues pedagogy to enhance scientific literacy among K-12 students. Additionally, audiences including researchers, administrators, academicians, policymakers, and students will find this book beneficial for their studies.

A holistic, step-by-step approach to analyzing health care data! Written for both beginner and intermediate JMP users working in or studying health care, *Data Management and Analysis Using JMP: Health Care Case Studies* bridges the gap between taking traditional statistics courses and successfully applying statistical analysis in the workplace. Authors Jane Oppenlander and Patricia Schaffer begin by illustrating techniques to prepare data for analysis, followed by presenting effective methods to summarize, visualize, and analyze data. The statistical analysis methods covered in the book are the foundational techniques commonly applied to meet regulatory, operational, budgeting, and research needs in the health care field. This example-driven book shows practitioners how to solve real-world problems by using an approach that includes problem definition, data management, selecting the appropriate analysis methods, step-by-step JMP instructions, and interpreting statistical results in context. Practical strategies for selecting appropriate statistical methods, remediating data anomalies, and interpreting statistical results in the domain context are emphasized. The cases presented in *Data Management and Analysis Using JMP* use multiple statistical methods. A progression of methods--from univariate to multivariate--is employed, illustrating a logical approach to problem-solving. Much of the data used in these cases is open source and drawn from a variety of health care settings. The book offers a welcome guide to working professionals as well as students studying statistics in health care-related fields.

The construction industry is amidst a digital transformation that is focused on addressing well-documented issues and calls for significant improvements and changes through increased productivity, whole-life value, client focus, reduction of waste, and being more sustainable. The key aspect to driving change and transformation is the education and upskilling of the required workforce towards developing the required capacities. Various approaches can be taken to embed digital construction within education and through collaborative efforts in order to drive change and facilitate improvements. *The Handbook of Research on Driving Transformational Change in the Digital Built Environment* focuses on current developments in practice and education towards facilitating transformation in the built environment. This book provides insight, from a practice perspective, in relation to the client's understanding, digitally enabled

collaboration, interoperability and open standards, and maturity/capability. Covering topics that include digital transformation and construction, digitally enabled infrastructure, building information modelling, collaborative digital education, and the digital built environment, this book is an ideal reference source for engineers, professionals, and researchers in the field of digital transformation as well as doctoral scholars, doctoral researchers, professionals, and academicians.

2017 saw the 25th conference for the European Association of Computer-Assisted Language Learning (EUROCALL). Every year, EUROCALL serves as a rich venue to share research, practice, new ideas, and to make new international friends – and this year was no different. It is an innovative and inspiring conference in which researchers and practitioners share their novel and insightful work on the use of technology in language learning and teaching. This volume of short papers captures the pioneering spirit of the conference and you will find here both inspiration and ideas for theory and practice.

The Encyclopedia of Epidemiology presents state-of-the-art information from the field of epidemiology in a less technical and accessible style and format. With more than 600 entries, no single reference provides as comprehensive a resource in as focused and appropriate manner. The entries cover every major facet of epidemiology, from risk ratios to case-control studies to mediating and moderating variables, and much more. Relevant topics from related fields such as biostatistics and health economics are also included.

Vehicle accidents on the roads and highways occur every minute of every day, most often resulting in a loss of life or property damage. With advancing technology, vehicle infrastructure integration can increase road safety and transport efficiency through wireless sensor communications and other systems. These recent developments can bring inestimable economic value and will play a role in the next generation of vehicle products and traffic safety. Global Advancements in Connected and Intelligent Mobility: Emerging Research and Opportunities is an essential reference source that discusses the recent advances, safety, and efficiency in connected vehicles, as well as the next generation of communication network development. Featuring research on topics such as vehicular networks, telematics, and context-aware intelligence, this book is ideally designed for policymakers, traffic safety specialists, traffic control technicians, auto technicians, planning agencies, environmental managers, standardization governors, academicians, students, researchers, and industry practitioners seeking coverage on intelligent transportation systems.

The success of any organization is largely dependent on positive feedback and repeat business from patrons. By utilizing acquired marketing data, business professionals can more accurately assess practices, services, and products that their customers find appealing. The Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics features innovative research and implementation practices of analytics in marketing research. Highlighting various techniques in acquiring and deciphering marketing data, this publication is a pivotal reference for professionals, managers, market researchers, and practitioners interested in the observation and utilization of data on marketing trends to promote positive business practices. In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the Encyclopedia of Survey Research Methods presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

In this digital age, technology has become a very vital factor of development in all disciplines. Every day new software, devices and other technologies are being developed to improve lives in one way or another. Technology in its broadest terms could include the collection of tools, machinery, devices, modifications, arrangements and procedures used by humans. However, in the context of Educational Technology as presented in this book, it is understood as technologies that have arrived with the Information Revolution i.e. those associated with computers and Information Communication Technology. Examples of such technologies are electronics devices, computer, video, collaborative writing tools, social networking and the Internet. Innovative applications of technology in the classroom mean more than teaching basic computer skills and software programs in the class. It must happen across the disciplines and curriculum in ways that teaching and learning processes can be enhanced. It must also support active engagement, group participation, local and global collaboration, and interaction. This book presents innovative applications of educational technology tools in teaching and learning across various disciplines.

The contemporary world lives on the data produced at an unprecedented speed through social networks and the internet of things (IoT). Data has been called the new global currency, and its rise is transforming entire industries, providing a wealth of opportunities. Applied data science research is necessary to derive useful information from big data for the effective and efficient utilization to solve real-world problems. A broad analytical set allied with strong business logic is fundamental in today's corporations. Organizations work to obtain competitive advantage by analyzing the data produced within and outside their organizational limits to support their decision-making processes. This book aims to provide an overview of the concepts, tools, and techniques behind the fields of data science and artificial intelligence (AI) applied to business and industries. The Handbook of Research on Applied Data Science and Artificial Intelligence in Business and Industry discusses all stages of data science to AI and their application to real problems across industries—from science and engineering to academia and commerce. This book brings together practice and science to build successful data solutions, showing how to uncover hidden patterns and leverage them to improve all aspects of business performance by making sense of data from both web and offline environments. Covering topics including applied AI, consumer behavior analytics, and machine learning, this text is essential for data scientists, IT specialists, managers, executives, software and computer engineers, researchers, practitioners, academicians, and students.

These proceedings represent the work of contributors to the 7th European Conference on Social Media (ECSM 2020), supported by UCLan Cyprus, Larnaca on 2-3 July 2020. The Conference Chair is Dr Christos Karpasitis and the Programme Chair is Mrs Christiana Varda, from the University of Central Lancashire - Cyprus (UCLan Cyprus). ECSM is a relatively new, but well-established event on the academic research calendar. Now, in its 7th year, the key aim remains the opportunity for participants to share ideas and meet. The conference was due to be held at UCLan Cyprus, but unfortunately, due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting conference. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

This book offers an interdisciplinary analysis of the experience of economic vulnerability among older adults. Drawing on various fields ranging from happiness, economics to stress research, it integrates assessments from objective and subjective measurement perspectives. The book offers nuanced insights into prevalent experiences of low economic quality of life in wealthy countries, using empirical data from Switzerland. A sample of some 1500 adults aged 65-84 is taken as the basis for a systematic comparison of the demographic and socioeconomic characteristics of three – overlapping – groups of potentially vulnerable pensioners: those who are income-poor (objective measure), those who report difficulties making ends meet (subjectively self-assessed measure) and those who worry about not having enough money for current expenses (subjectively perceived measure). Theoretical and empirical evidence is offered for the distinctiveness of the two subjective indicators, one of which assesses the experience of economic strain while the other captures the individual's response in terms of stress. The conceptual contribution of this research includes a typology of economic vulnerability: eight distinct profiles emerge at the intersection of the objective, self-assessed and perceived measures. These profiles correspond to specific risk constellations, and they reflect varying degrees of human agency in dealing with economic vulnerability.

Papers presented at the 11th International Conference on Sustainable Water Resources Management are included in this volume. These research works highlight recent technological and scientific developments associated with the management of surface and sub-surface water resources and as well as river basin management methodologies. Water is essential for sustaining life on our planet and its uneven distribution is a source of permanent conflict. The growth of the human population combined with the irregularity in precipitation and water availability may restrict even further the access to water in certain regions of the world. This problem is made more severe by anthropogenic activities that affect its quality. River Basin Management includes all aspects of Hydrology, Ecology, Environmental Management, Flood Plains and Wetlands. Riverine systems are coming under increasing pressure due to anthropological and natural causes. Prominent amongst the problems affecting them is water scarcity and quality, which requires the development of improved methods for better river management. This volume features research from professionals involved in sustainable water resources management and provides an insight into the state of the art in the current technology, techniques and solutions in that field as they have been developed and applied in different countries.

Retail Service Quality is a vital driver in determining customer satisfaction, which in turn promotes customer loyalty and reduces switching intentions. Service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions. The current study has investigated the interrelationship between service quality, customer satisfaction, customer loyalty with switching intentions of customers, and the moderating role of price discounts and store ethnicity, in a single framework. Random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the Eastern Province of Saudi Arabia. The results confirmed that retail service quality has significant positive influence on customer satisfaction, and the positive effect of customer satisfaction on customer loyalty. Besides, the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers. The results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality, price discounts and identifying the needs of ethnic groups in a particular region. This will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers.

Synthesizing the literature from the survey and measurement fields, this book explains how to develop closed-response survey scales that will accurately capture such constructs as attitudes, beliefs, or behaviors. It provides guidelines to help applied researchers or graduate students review existing scales for possible adoption or adaptation in a study; create their own conceptual framework for a scale; write checklists, true-false variations, and Likert-style items; design response scales; examine validity and reliability; conduct a factor analysis; and document the instrument development and its technical quality. Advice is given on constructing tables and graphs to report survey scale results. Concepts and procedures are illustrated with "Not This/But This" examples from multiple disciplines. User-Friendly Features \*End-of-chapter exercises with sample solutions, plus annotated suggestions for further reading. \*"Not This/But This" examples of poorly written and strong survey items. \*Chapter-opening overviews and within-chapter summaries. \*Glossary of key concepts. \*Appendix with examples of parametric and nonparametric procedures for group comparisons.

The book approaches research from a perspective different from that taken in other educational research textbooks. The goal is to show educators that the application of research principles can make them more effective in their job of promoting learning. The basic point is that we do not have to stop teaching to do research; research is something we can do while teaching and if we do good research, we will do better teaching. This book includes most of the topics treated in traditional educational research books, but in a different order and with a different emphasis. The important content consists of:

This book investigates university internationalization in different national contexts and compares internationalization performance across national boundaries. Internationalization has been recognised by policymakers as the key to perform successfully within the new global context: the author identifies primary motivations for universities to embrace this agenda, and deconstructs the phenomenon into measurable dimensions and components. Using extensive qualitative data from university leaders and practitioners, this book analyses the global forces that shape the international education landscape, and reviews the existing instruments for measuring internationalization. In doing so, the author proposes an integrated understanding of university internationalization and indicates benchmarks that can help to quantify and measure this phenomenon. This book will be of interest and value to students and scholars of university internationalization.

This volume constitutes the proceedings of the 20th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2021, held in Galway, Ireland, in September 2021.\* The total of 57 full and 8 short papers presented in these volumes were carefully reviewed and selected from 141 submissions. The papers are organized in the following topical sections: AI for Digital Transformation and Public Good; AI & Analytics Decision Making; AI Philosophy, Ethics & Governance; Privacy & Transparency in a Digitized Society; Digital Enabled Sustainable Organizations and Societies; Digital Technologies and Organizational Capabilities; Digitized Supply Chains; Customer Behavior and E-business;

Blockchain; Information Systems Development; Social Media & Analytics; and Teaching & Learning. \*The conference was held virtually due to the COVID-19 pandemic. Gender inequality remains an issue of high relevance, and controversy, in society. Previous research shows that language contributes to gender inequality in various ways: Gender-related information is transmitted through formal and semantic features of language, such as the grammatical category of gender, through gender-related connotations of role names (e.g., manager, secretary), and through customs of denoting social groups with derogatory vs. neutral names. Both as a formal system and as a means of communication, language passively reflects culture-specific social conditions. In active use it can also be used to express and, potentially, perpetuate those conditions. The questions addressed in the contributions to this Frontiers Special Topic include: • how languages shape the cognitive representations of gender • how features of languages correspond with gender equality in different societies • how language contributes to social behaviour towards the sexes • how gender equality can be promoted through strategies for gender-fair language use These questions are explored both developmentally (across the life span from childhood to old age) and in adults. The contributions present work conducted across a wide range of languages, including some studies that make cross-linguistic comparisons. Among the contributors are both cognitive and social psychologists and linguists, all with an excellent research standing. The studies employ a wide range of empirical methods: from surveys to electro-physiology. The papers in the Special Topic present a wide range of complimentary studies, which will make a substantial contribution to understanding in this important area.

"This book provides ESL/EFL teachers, TESOL teacher trainers, and in-service and preservice educators, with a collection of works illustrating current best practices in online CALL applications in TESOL, including works on emerging applications such as technology-enhanced learning in a variety of configurations, from fully online contexts to face-to-face blended learning contexts with some degree of a virtual component"--

The proceedings gather a selection of refereed papers presented at the 7th International Conference on Kansei Engineering and Emotion Research 2018 (KEER 2018), which was held in Kuching, Malaysia from 19 to 22 March 2018. The contributions address the latest advances in and innovative applications of Kansei Engineering and Emotion Research. The subjects include: Kansei, Emotion and Games Kansei, Emotion and Computing Kansei, Emotion and Wellbeing / Quality of Life Kansei, Emotion and Design Kansei, Emotion and Health / Ergonomics Kansei, Emotion and Multidisciplinary Fields Kansei, Emotion and Culture Kansei, Emotion and Social computing Kansei, Emotion and Evaluation Kansei, Emotion and User Experience The book offers a valuable resource for all graduate students, experienced researchers and industrial practitioners interested in the fields of user experience/usability, engineering design, human factors, quality management, product development and design.

Agricultural entrepreneurs in conflict and post-conflict regions face special challenges; not just everyday personal risks, but also the difficulties of building small businesses when real or threatened violence can disrupt business growth cycles and economic security. Alongside establishing secure institutions, building a secure economy is rightly seen as the best way for conflict-torn regions to establish a peaceful future. But current agricultural entrepreneurship training and development starts from an assumption of peace, meaning that it is not always fit for purpose. The result is sub-optimal program design and inefficient use of resources. A product of a collaboration of experts in the fields of agri-business, agricultural marketing, and international development, this book gives officials and agencies developing entrepreneurship programs the practical real-life examples they need.

A Comprehensive Guide for Design, Collection, Analysis and Presentation of Likert and Other Rating Scale Data Analysis of Likert Scale Data

Innovation stimulates and facilitates entrepreneurship because the highest levels of entrepreneurship are to be found in societies with the highest value creation and digital dividends. The higher levels of consumption, employment, and cost reduction generated by the implementation of digital technologies motivates entrepreneurs to expand their activity and promotes the emergence of new entrepreneurs. Positive outcomes can be generated by the implementation of innovation leaders to higher competition and new markets, incentivizing entrepreneurs to introduce new innovations to react to these higher levels of competition, which are accompanied by their corresponding value creation. Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship is a pivotal reference source that analyzes the theoretical and empirical aspects of innovation as a factor that enhances value creation and the role of entrepreneurship. While highlighting topics such as data management, social enterprise, and digital marketing, this publication explores enhanced economic growth and the methods of higher levels of consumption in society. This book is ideally designed for corporate managers, business executives, academicians, students, and researchers seeking current research on interrelationships between financial variables, strategies to apply them at the micro- and macro-level, and a consideration of the fiscal effects once implemented.

Teaching in Nursing, 4th Edition is the only nursing text to address all three components of education -- teaching, curriculum, and evaluation. Comprehensive guidelines help you meet the day-to-day challenges of teaching, including curriculum development, the diversity of student learning styles, and developing and using classroom tests. This edition has been updated with information on the latest trends in education including new information on the use of simulations to facilitate learning, the latest on competency-based and concept-focused curricula, developing learner-centered courses, and more. Edited by expert nursing educators Diane M. Billings and Judith A. Halstead, Teaching in Nursing is a past winner of the AJN Book of the Year award, and is an excellent resource for nurses preparing to take the Certified Nurse Educator (CNE) Exam. The only nursing resource to cover teaching, curriculum, and evaluation of students -- the three essential components of nursing education. Contributing authors are nationally recognized scholars in their fields of expertise. Models of teaching are used to demonstrate clinical teaching, teaching in interdisciplinary setting, how to evaluate students in the clinical setting, and how to adapt teaching for community-based practice. Teaching strategies promote critical thinking and active learning, including evaluation techniques, lesson planning, and constructing

examinations. Evidence-based teaching boxes explain how to practice and apply evidence-based teaching, with implications for faculty development, administration, and the institution. End-of-chapter summaries let you draw conclusions based on the chapter content. Open-ended application questions at the end of each chapter are ideal for faculty-guided discussion and online education. Up-to-date research looks ahead to the needs of the future.

Modern technology has infiltrated many facets of society, including educational environments. Through the use of virtual learning, educational systems can become more efficient at teaching the student population and break down cost and distance barriers to reach populations that traditionally could not afford a good education. *Virtual Reality in Education: Breakthroughs in Research and Practice* is an essential reference source on the uses of virtual reality in K-12 and higher education classrooms with a focus on pedagogical and instructional outcomes and strategies. Highlighting a range of pertinent topics such as immersive virtual learning environments, virtual laboratories, and distance education, this publication is an ideal reference source for pre-service and in-service teachers, school administrators, principals, higher education faculty, K-12 instructors, policymakers, and researchers interested in virtual reality incorporation in the classroom.

With the goal of building more inclusive working, learning, and living environments in higher education, this book seeks to reframe understandings of forms of everyday exclusion that affect members of nondominant groups on predominantly white college campuses. The book contextualizes the need for a more robust analysis of persistent patterns of campus inequality by addressing key trends that have reshaped the landscape for diversity, including rapid demographic change, reduced public spending on higher education, and a polarized political climate. Specifically, it offers a critique of contemporary analytical ideas such as micro-aggressions and implicit and unconscious bias and underscores the impact of consequential discriminatory events (or macro-aggressions) and racial and gender-based inequalities (macro-inequities) on members of nondominant groups. The authors draw extensively upon interview studies and qualitative research findings to illustrate the reproduction of social inequality through behavioral and process-based outcomes in the higher education environment. They identify a more powerful systemic framework and conceptual vocabulary that can be used for meaningful change. In addition, the book highlights coping and resistance strategies that have regularly enabled members of nondominant groups to address, deflect, and counteract everyday forms of exclusion. The book offers concrete approaches, concepts, and tools that will enable higher education leaders to identify, address, and counteract persistent structural and behavioral barriers to inclusion. As such, it shares a series of practical recommendations that will assist presidents, provosts, executive officers, boards of trustees, faculty, administrators, diversity officers, human resource leaders, diversity taskforces, and researchers as they seek to implement comprehensive strategies that result in sustained diversity change.

To gain the most competitive edge, marketers must continually optimize their promotional strategies. While the adult population is a prominent target, there is significant market potential for young consumers as well. *Analyzing Children's Consumption Behavior: Ethics, Methodologies, and Future Considerations* presents a dynamic overview of the best practices for marketing products that target children as consumers and analyzes the most effective promotional strategies being utilized. Highlighting both the advantages and challenges of targeting young consumers, this book is a pivotal reference source for marketers, professionals, researchers, upper-level students, and practitioners interested in emerging perspectives on children's consumption behavior.

This book explores and contextualizes South Asian Americans' experiences and challenges in K-12 schools, especially in context of teacher cultural proficiency and the model minority myth. Through stories, research, and data, this book provides insights and guidance for improving these and all students' experiences in increasingly diverse schools. Although various arguments for integrated learning of mathematics and science exist, empirical evidence that integrated learning is as beneficial as anticipated is limited. Therefore this quasi-experimental study investigates the effect of integrated learning of mathematics and science on eight student variables by comparing it to a control group. Results show that integrated learning is no miracle cure but has positive and negative effects on specific student outcomes. Whereas integrated learning effects students' view of the relation between mathematics and science positively, it effects students' scientific self-concept negatively. Thus, integrated learning should not substitute but rather complement disciplinary learning. Obwohl zahlreiche Argumente für das integrierte Lernen von Mathematik und Naturwissenschaften existieren, ist die vorteilhafte Wirkung integrierten Lernens begrenzt empirisch belegt. Im Rahmen dieser quasi-experimentellen Studie wird der Effekt integrierten Lernens auf acht Schülervariablen durch Vergleiche mit einer Kontrollgruppe untersucht. Die Ergebnisse zeigen, dass integriertes Lernen kein Allheilmittel ist sondern positive und negative Effekte auf bestimmte Schülervariablen hat. Während integriertes Lernen die Sicht der Schülerinnen und Schüler auf die Beziehung zwischen Mathematik und Naturwissenschaften positiv beeinflusst, hat es einen negativen Effekt auf das naturwissenschaftliche Selbstkonzept. Daher sollte integriertes Lernen nicht stellvertretend sondern ergänzend zu disziplinärem Lernen implementiert werden.

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