

PROPERTY FITTING (PROFIT)

1) Import the pile sort data for the "Green behaviors" cultural domain

DATA > PILESORT

Input data file: ALLPS.TXT

Number of items: 85

Number of respondents: 44

Item labels: 85LABELS.TXT

Respondent labels (if any): [LEAVE BLANK]

Allow some items to occur more than others? NO

Allow missing items? NO

Output individual proximities: GREENIPX

Output aggregate proximities: GREENAPX

Output agreement: GRNCORR

2) Run Multidimensional scaling (MDS)

TOOLS > SCALING > NON-METRIC MDS

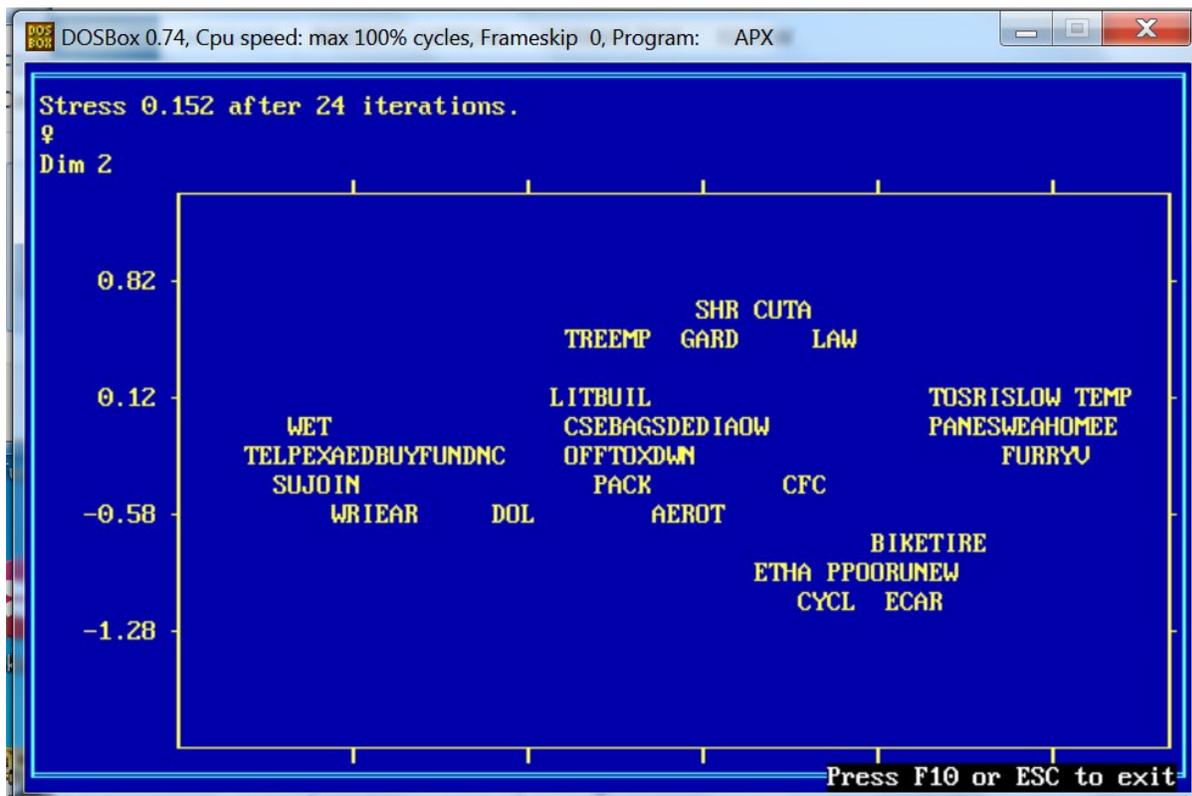
Input dataset: GREENAPX

Number of dimensions: 2

Similarities or dissimilarities: SIMILIARITIES

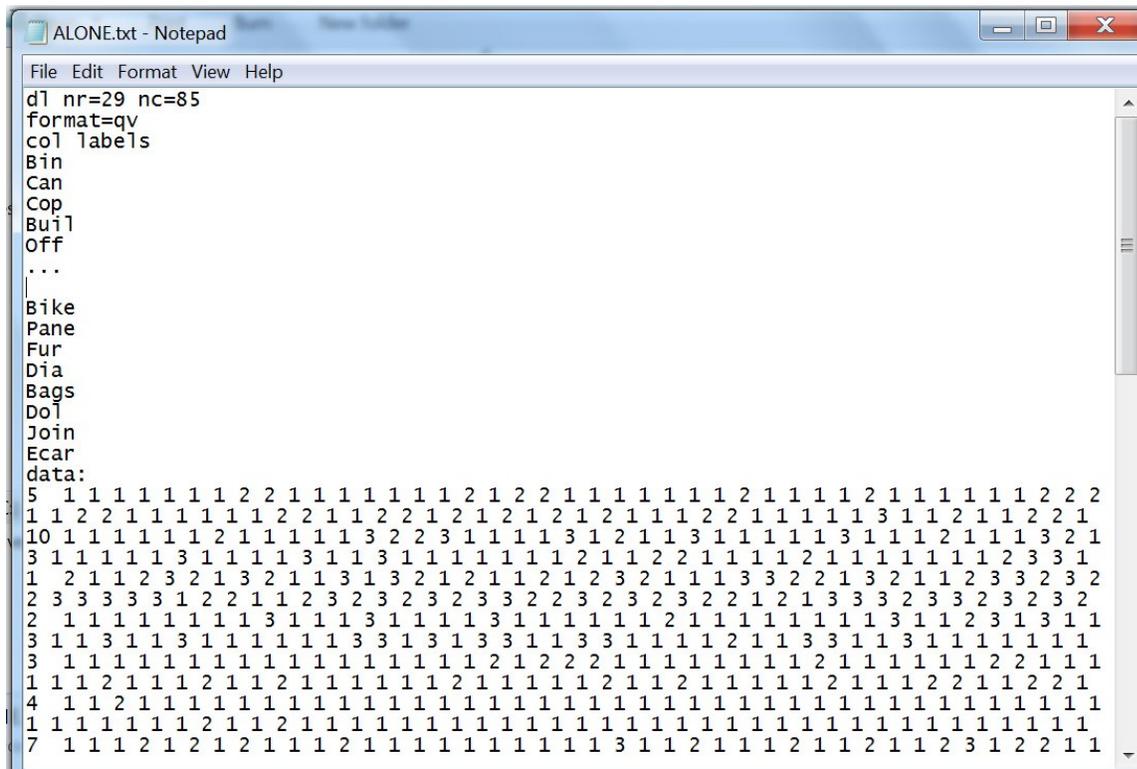
Starting configuration: TORSCA

Output: GRNCOORD



3) Import the vector questionnaire data. For this exercise we will be using a set of ratings about how easy it is to do each of 85 green behaviors alone:

DATA > IMPORT > DL
Data file: ALONE.TXT
Output datatype: REAL
Output dataset: RTGALONE



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ALONE.txt - Notepad
File Edit Format View Help
d1 nr=29 nc=85
format=qv
col labels
Bin
Can
Cop
Buil
Off
...
Bike
Pane
Fur
Dia
Bags
Do1
Join
Ecar
data:
5 1 1 1 1 1 1 1 2 2 1 1 1 1 1 1 1 2 1 2 2 1 1 1 1 1 1 1 2 1 1 1 1 1 1 1 2 1 1 1 1 1 1 1 1 2 2 2
1 1 2 2 1 1 1 1 1 1 2 2 1 1 2 2 1 2 1 2 1 2 1 2 1 1 1 1 2 2 1 1 1 1 1 3 1 1 2 1 1 2 1 1 2 2 1
10 1 1 1 1 1 1 1 2 1 1 1 1 1 1 3 2 2 3 1 1 1 1 3 1 2 1 1 3 1 1 1 1 1 1 3 1 1 1 1 2 1 1 1 3 2 1
3 1 1 1 1 1 1 3 1 1 1 1 3 1 1 3 1 1 1 1 1 1 1 2 1 1 2 2 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1 2 3 3 1
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2 1 1 1 1 1 1 1 1 3 1 1 1 3 1 1 1 1 3 1 1 1 1 1 1 1 2 1 1 1 1 1 1 1 1 1 3 1 1 2 3 1 3 1 1
3 1 1 3 1 1 3 1 1 1 1 1 1 3 3 1 3 1 3 3 1 1 3 3 1 1 1 1 2 1 1 3 3 1 1 3 1 1 1 1 1 1 1 1
3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 2 1 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 2 2 1 1 1
1 1 1 2 1 1 1 2 1 1 2 1 1 1 1 1 1 1 1 2 1 1 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 2 2 1 1 2 2 1
4 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
1 1 1 1 1 1 1 2 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
7 1 1 1 2 1 2 1 2 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 3 1 1 2 1 1 1 2 1 1 2 1 1 2 3 1 2 2 1 1
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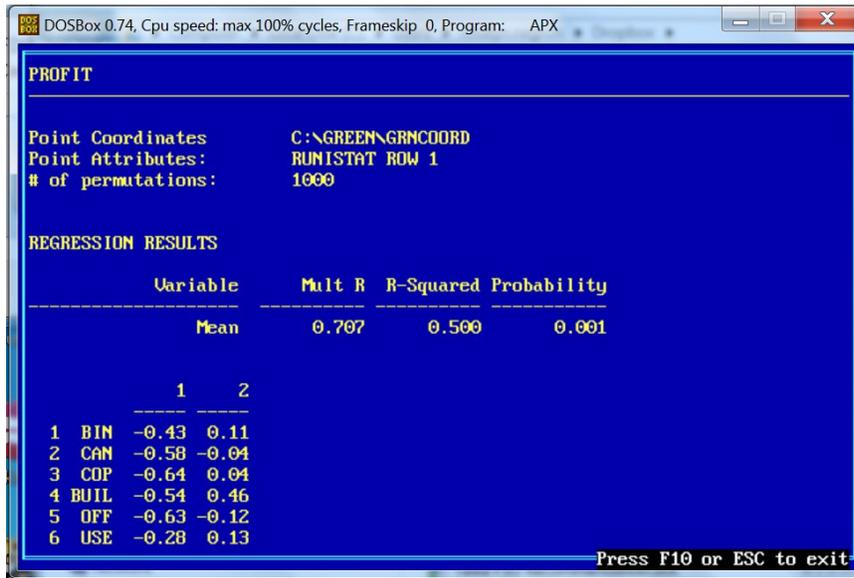
4) Run univariate analysis to get the average ratings

TOOLS > UNIVARIATE
Data: RTGALONE
Dimensions: columns
Diagonal valid: yes
Output: RUNISTAT

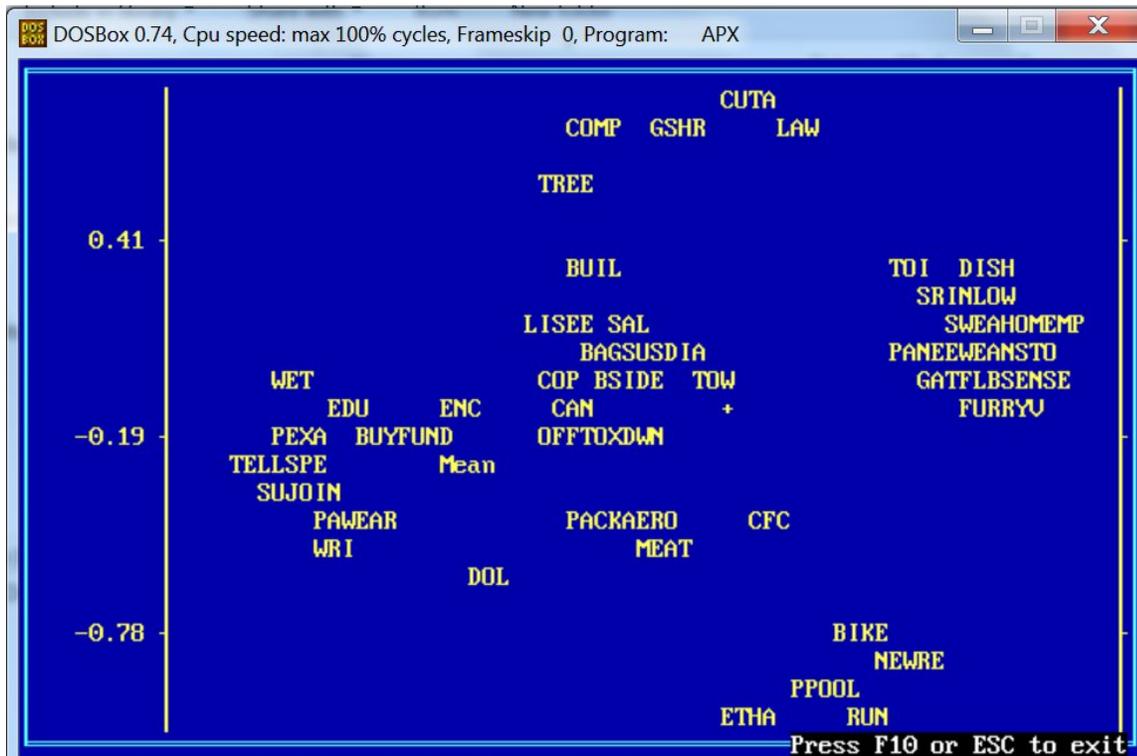
5) Property fitting (one dimension per graph):

TOOLS > PROFIT
Map coordinates: GRNCOORD
Attributes: RUNISTAT ROW 1
No. of permutations: 1000
Vector coordinates output: PROCOORD

The output for PROFIT provides regression results and gives coordinates for the regression line. The r-square indicates if the arrays you see in the MDS are real. The higher the r-square, the more accurate/ real the dimension is (e.g. “how easy a green behavior is to do alone”). An R above .85 is an excellent R. A low r value may be caused by there being too many dimensions within the cultural domain, or a simple lack of dimension.



Look for the centroid in the middle (marked by a +) and then look for “Mean”. Draw a straight line that centroid and “Mean”. This is the PROFIT line.



Then draw perpendicular lines between the items in the MDS and the PROFIT line. The lengths of the lines do not determine strength of relation. The point at which the item's line intersects at a perpendicular angle to the PROFIT line is the area of interest. The higher a point is on the line then the more that item has the attribute being tested ("easiness to do green behavior alone"). In other words, the higher on the PROFIT line an item intersects, the easier that item is to do alone. The lower on the PROFIT line an item intersects, the harder that item is to do alone.

Here's an example from a "scary" domain:

