



Mediation Analysis (Paperback)

By Dawn Iacobucci

SAGE Publications Inc, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Social science data analysts have long considered the mediation of intermediate variables of primary importance in understanding individuals social, behavioural and other kinds of outcomes. In this book Dawn Iacobucci uses the method known as structural equation modeling (SEM) in modeling mediation in causal analysis. This approach offers the most flexibility and allows the researcher to deal with mediation in the presence of multiple measures, mediated moderation, and moderated mediation, among other variations on the mediation theme. The wide availability of software implementing SEM gives the reader necessary tools for modeling mediation so that a proper understanding of causal relationship is achieved.



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