```
# Step 1: Load packages and set the seed.
library(smacof)
```

```
## Loading required package: plotrix
```

```
## Loading required package: colorspace
```

```
## Loading required package: e1071
```

```
##
## Attaching package: 'smacof'
```

```
## The following object is masked from 'package:base':
##
## transform
```

```
set.seed(1)
```

```
# Import Data from CSV with header
df <- read.csv(file.choose(),header=TRUE) ## Choose TP3_Prefs.csv file</pre>
```

head(df)

```
Paramount TheTop Bistro1245 TheSwamp Mildreds Emilianos Leos706 BeefOBradys
##
## 1
             12
                   11.0
                                 10
                                            6
                                                    8.0
                                                                  7
                                                                          9
                                                                                      5.0
             12
                                  7
                                            6
                                                    9.0
                                                                  8
## 2
                   11.0
                                                                          10
                                                                                      3.0
## 3
             11
                   10.0
                                  9
                                            6
                                                    7.0
                                                                  8
                                                                          10
                                                                                      4.0
                                  2
                                            4
## 4
              1
                    3.0
                                                    6.5
                                                                 10
                                                                          9
                                                                                      5.0
                                  8
                                                                  7
## 5
             12
                   11.0
                                            6
                                                    9.0
                                                                          10
                                                                                      4.0
## 6
              5
                   9.5
                                 10
                                                    3.0
                                                                  6
                                                                                      9.5
                                                                          8
     TiAmo Carrabbas LasMargaritas Shoneys
##
## 1
       3.0
                   2.0
                                    4
                                           1.0
                                    5
## 2
       4.0
                  2.0
                                           1.0
                                    5
## 3
       2.5
                  2.5
                                           1.0
                 12.0
                                   11
                                           6.5
## 4
       8.0
## 5
       3.0
                  2.0
                                    5
                                           1.0
                                    7
                   2.0
                                           4.0
## 6
       1.0
```

```
summary(df)
```

```
##
      Paramount
                          TheTop
                                         Bistro1245
                                                            TheSwamp
##
   Min.
           : 1.000
                      Min.
                             : 2.00
                                       Min.
                                              : 1.000
                                                         Min.
                                                                 : 1.000
##
    1st Qu.: 1.000
                      1st Qu.: 2.25
                                       1st Qu.: 3.000
                                                         1st Qu.: 4.000
                      Median: 8.50
                                       Median : 7.000
##
    Median : 5.500
                                                         Median : 6.000
##
    Mean
           : 5.933
                      Mean
                            : 7.05
                                       Mean
                                              : 6.367
                                                         Mean
                                                                 : 6.033
##
    3rd Qu.:10.750
                      3rd Qu.:11.00
                                       3rd Qu.: 9.750
                                                         3rd Qu.: 7.000
##
    Max.
           :12.000
                      Max.
                             :12.00
                                       Max.
                                              :12.000
                                                         Max.
                                                                 :11.000
##
       Mildreds
                        Emilianos
                                          Leos706
                                                          Beef0Bradys
                                                                 : 2.00
##
    Min.
           : 2.000
                      Min.
                             : 4.00
                                       Min.
                                              : 6.000
                                                         Min.
    1st Qu.: 4.000
                                                         1st Qu.: 4.00
##
                      1st Qu.: 6.00
                                       1st Qu.: 8.000
    Median : 6.000
                      Median : 8.00
                                       Median : 8.000
                                                         Median : 5.00
##
    Mean
           : 6.433
                      Mean
                             : 8.00
                                       Mean
                                              : 8.433
                                                         Mean
                                                                : 6.05
##
##
    3rd Qu.: 8.750
                      3rd Qu.: 9.75
                                       3rd Qu.: 9.000
                                                         3rd Qu.: 9.00
##
   Max.
           :12.000
                      Max.
                             :12.00
                                       Max.
                                              :12.000
                                                         Max.
                                                                :12.00
        TiAmo
##
                        Carrabbas
                                        LasMargaritas
                                                           Shoneys
##
   Min.
           : 1.000
                      Min.
                             : 2,000
                                        Min.
                                               : 4.0
                                                        Min.
                                                               : 1.000
                                        1st Qu.: 5.0
    1st Qu.: 2.000
                      1st Qu.: 2.625
                                                        1st Qu.: 1.000
##
   Median : 5.000
                      Median : 4.750
                                        Median : 7.0
                                                        Median : 3.500
##
##
    Mean
           : 4.783
                      Mean
                             : 6.167
                                        Mean
                                               : 7.4
                                                        Mean
                                                              : 5.217
                      3rd Qu.:10.000
##
    3rd Qu.: 7.000
                                        3rd Qu.:10.0
                                                        3rd Qu.:10.750
           :12.000
##
   Max.
                      Max.
                             :12.000
                                        Max.
                                               :12.0
                                                        Max.
                                                               :12.000
```

```
# Convert all columns to numeric
df[] <- lapply(df, as.numeric)</pre>
```

```
df_rev <- 13 - df
head(df_rev)</pre>
```

```
##
     Paramount TheTop Bistro1245 TheSwamp Mildreds Emilianos Leos706 Beef0Bradys
## 1
                                                     5.0
                                                                            4
              1
                    2.0
                                   3
                                             7
                                                                  6
                                                                                       8.0
## 2
              1
                    2.0
                                   6
                                             7
                                                     4.0
                                                                  5
                                                                            3
                                                                                      10.0
                                                                  5
              2
                                             7
                                                     6.0
                                                                            3
                                                                                       9.0
## 3
                    3.0
                                   4
## 4
             12
                   10.0
                                 11
                                             9
                                                     6.5
                                                                  3
                                                                            4
                                                                                       8.0
## 5
              1
                    2.0
                                   5
                                             7
                                                     4.0
                                                                  6
                                                                            3
                                                                                       9.0
                    3.5
                                   3
                                             2
                                                    10.0
                                                                  7
                                                                            5
                                                                                       3.5
## 6
              8
##
     TiAmo Carrabbas LasMargaritas Shoneys
                  11.0
## 1
      10.0
                                     9
                                           12.0
## 2
       9.0
                  11.0
                                     8
                                           12.0
## 3
      10.5
                  10.5
                                     8
                                           12.0
                                     2
## 4
       5.0
                   1.0
                                            6.5
## 5
      10.0
                  11.0
                                     8
                                           12.0
                                     6
## 6
      12.0
                  11.0
                                            9.0
```

```
str(df_rev)
```

```
## 'data.frame':
                   30 obs. of 12 variables:
   $ Paramount
                         1 1 2 12 1 8 12 12 12 12 ...
##
                  : num
##
   $ TheTop
                         2 2 3 10 2 3.5 11 9 10 11 ...
                  : num
   $ Bistro1245
                         3 6 4 11 5 3 10 8 11 10 ...
##
                  : num
##
   $ TheSwamp
                  : num
                        7779728696...
##
   $ Mildreds
                        5 4 6 6.5 4 10 9 11 8 9 ...
                  : num
##
   $ Emilianos
                  : num
                        6 5 5 3 6 7 7 7 6 7 ...
   $ Leos706
                        4 3 3 4 3 5 5 5 5 5 ...
##
                  : num
##
   $ BeefOBradys
                  : num
                        8 10 9 8 9 3.5 4 3 7 4 ...
   $ TiAmo
                        10 9 10.5 5 10 12 6 10 4 8 ...
##
                  : num
   $ Carrabbas
                        11 11 10.5 1 11 11 2 4 1 3 ...
##
                  : num
   $ LasMargaritas: num 9 8 8 2 8 6 3 1 2 2 ...
##
                   : num 12 12 12 6.5 12 9 1 2 3 1 ...
##
   $ Shoneys
```

```
un_df_rev <- unfolding(df_rev, type="interval")
un_df_rev</pre>
```

```
##
## Call: unfolding(delta = df_rev, type = "interval")
##
## Model:
                        Rectangular smacof
## Number of subjects:
                        30
## Number of objects:
                        12
                        interval
## Transformation:
## Conditionality:
                        matrix
##
## Stress-1 value:
                      0.164483
## Penalized Stress:
                      0.00111
## Number of iterations: 1632
```

```
summary(un_df_rev)
```

```
##
## Subject configuration (rows):
##
           D1
                    D2
      -0.6318
               0.0555
## 1
## 2
      -0.6154
               0.2677
## 3
      -0.6332
              0.0665
## 4
       0.5477
               0.2767
## 5
      -0.6079
               0.1317
## 6
      -0.3083 - 0.6474
## 7
       0.7200 -0.0371
## 8
       0.6172 -0.2847
       0.7085
## 9
              0.1217
## 10
      0.7018 -0.1173
## 11 -0.6788 -0.2952
## 12
       0.2101 -0.6632
## 13 -0.6493 -0.2494
## 14
      0.7115
               0.0631
## 15 -0.6691
              0.0185
## 16 -0.5436
               0.4485
## 17 -0.5586
               0.4298
## 18
       0.7128 -0.0116
       0.7018 -0.1173
## 19
## 20
       0.1021 0.7230
## 21
       0.6935 -0.1129
## 22 0.5146
              0.5211
## 23 -0.4912
               0.4959
## 24 -0.3436 -0.6331
## 25 -0.2594 -0.6003
## 26 -0.4490 -0.5713
## 27 -0.6615
               0.2626
## 28 -0.6205
               0.1085
## 29 0.7207
               0.0855
## 30 -0.2866
               0.4754
##
## Object configuration (columns):
##
                      D1
                               D2
## Paramount
                 -0.8202
                           0.2749
## TheTop
                 -0.7070 -0.0731
## Bistro1245
                 -0.5493 - 0.5290
## TheSwamp
                 -0.1296 - 0.7256
## Mildreds
                 -0.3644
                          0.5817
## Emilianos
                 -0.4134
                           0.1883
## Leos706
                 -0.0492
                          0.1023
## BeefOBradys
                  0.3559 - 0.6428
## TiAmo
                  0.4668
                          0.8592
## Carrabbas
                  0.7403 0.1198
## LasMargaritas 0.5612 -0.0233
## Shoneys
                  0.9088 - 0.1325
##
##
## Stress per point rows:
         SPP SPP(%)
```

```
## 17 1.4798 1.4798
## 15 1.4969 1.4969
## 16 1.5985 1.5985
## 13 1.6304 1.6304
## 23 1.8042 1.8042
## 10 1.9439 1.9439
## 19 1.9439 1.9439
## 7 1.9719 1.9719
## 11 1.9914 1.9914
## 14 2.0994 2.0994
## 29 2.1271 2.1271
## 27 2.1895 2.1895
## 18 2.2001 2.2001
## 9
     2.3662 2.3662
     2.4041 2.4041
## 8
## 21 2.5067 2.5067
## 26 2.8358 2.8358
     3.0818 3.0818
## 6
## 3
      3.5971 3.5971
## 24 3.6301 3.6301
## 2
     3.6394 3.6394
## 12 3.8467 3.8467
## 1
     4.5963 4.5963
## 5
     4.9042 4.9042
## 20 4.9739 4.9739
## 28 5.0000 5.0000
## 22 5.6166 5.6166
     6.6199 6.6199
## 30 6.7633 6.7633
## 25 9.1411 9.1411
##
## Stress per point columns:
         SPP SPP(%)
##
## 17 1.4798 1.4798
## 15 1.4969 1.4969
## 16 1.5985 1.5985
## 13 1.6304 1.6304
## 23 1.8042 1.8042
## 10 1.9439 1.9439
## 19 1.9439 1.9439
      1.9719 1.9719
## 11 1.9914 1.9914
## 14 2.0994 2.0994
## 29 2.1271 2.1271
## 27 2.1895 2.1895
## 18 2.2001 2.2001
## 9
      2.3662 2.3662
## 8
     2.4041 2.4041
## 21 2.5067 2.5067
## 26 2.8358 2.8358
## 6
     3.0818 3.0818
## 3
     3.5971 3.5971
```

```
## 24 3.6301 3.6301

## 2 3.6394 3.6394

## 12 3.8467 3.8467

## 1 4.5963 4.5963

## 5 4.9042 4.9042

## 20 4.9739 4.9739

## 28 5.0000 5.0000

## 22 5.6166 5.6166

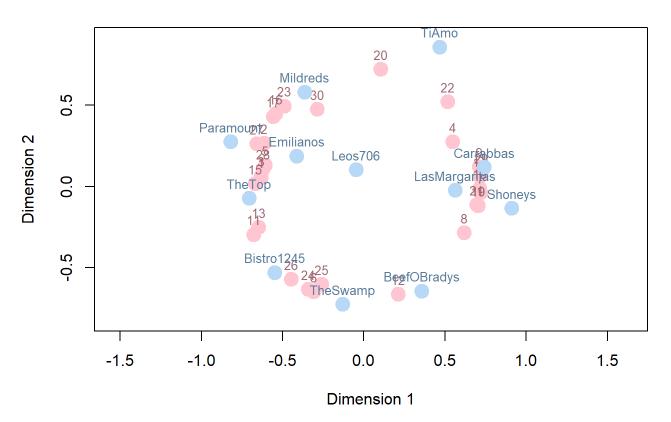
## 4 6.6199 6.6199

## 30 6.7633 6.7633

## 25 9.1411 9.1411
```

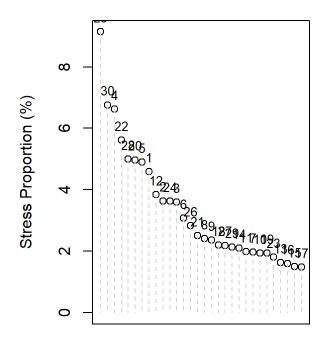
plot(un_df_rev, pch=19, cex=2)

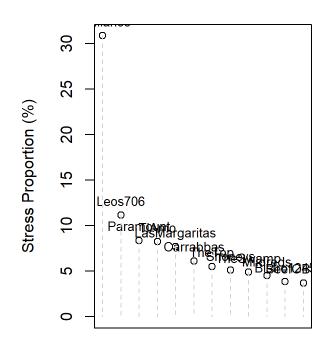
Joint Configuration Plot



plot(un_df_rev, "stressplot")

Stress Decomposition Chart - Row Stress Decomposition Chart - Colum



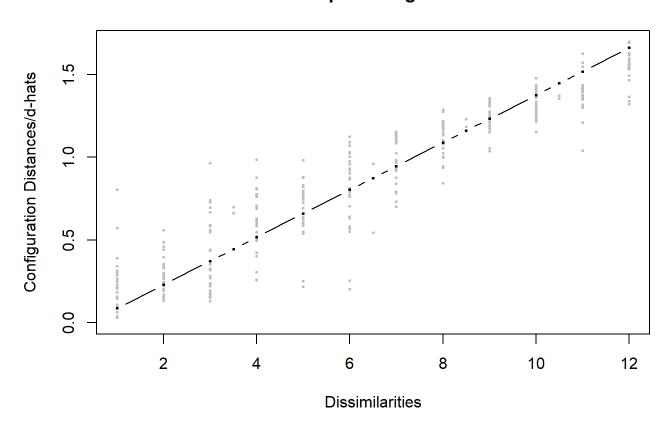


Row Objects

Column Objects

plot(un_df_rev, "Shepard")

Shepard Diagram



2D Interval Row-Conditional Unfolding Model

```
un_df_rev.row <- unfolding(df_rev, type="interval", conditionality = "row")</pre>
```

```
## Warning in unfolding(df_rev, type = "interval", conditionality = "row"):
## Iteration limit reached! Increase itmax argument!
```

```
un_df_rev.row
```

2/21/24, 5:49 PM

```
##
## Call: unfolding(delta = df_rev, type = "interval", conditionality = "row")
##
## Model:
                        Rectangular smacof
## Number of subjects:
## Number of objects:
                        12
## Transformation:
                        interval
## Conditionality:
                        row
##
## Stress-1 value:
                      0.087094
## Penalized Stress:
                      0.519606
## Number of iterations: 10000
```

```
summary(un_df_rev.row)
```

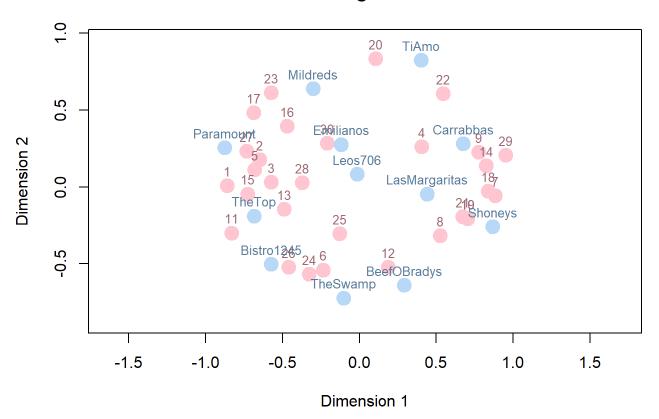
```
##
## Subject configuration (rows):
##
                    D2
           D1
      -0.8593
               0.0073
## 1
## 2
      -0.6500
               0.1761
## 3
      -0.5746
               0.0314
## 4
       0.4032
               0.2606
## 5
      -0.6809
               0.1108
## 6
      -0.2363 - 0.5397
## 7
       0.8815 -0.0560
## 8
       0.5248 - 0.3181
       0.7738 0.2254
## 9
## 10 0.7032 -0.2058
## 11 -0.8297 -0.2988
## 12
       0.1871 -0.5213
## 13 -0.4891 -0.1442
## 14
      0.8225
               0.1382
## 15 -0.7260 -0.0457
## 16 -0.4705
               0.3947
## 17 -0.6872
               0.4823
## 18
       0.8360 -0.0266
      0.7032 -0.2058
## 19
## 20
       0.1041 0.8321
## 21
       0.6701 -0.1946
## 22 0.5433 0.6065
## 23 -0.5738
               0.6137
## 24 -0.3272 -0.5676
## 25 -0.1297 -0.3043
## 26 -0.4591 -0.5219
## 27 -0.7339
               0.2327
## 28 -0.3735
               0.0264
## 29 0.9494
               0.2073
## 30 -0.2107
               0.2854
##
## Object configuration (columns):
##
                      D1
                               D2
## Paramount
                 -0.8762
                           0.2539
## TheTop
                 -0.6849 - 0.1889
## Bistro1245
                 -0.5745 - 0.5022
## TheSwamp
                 -0.1031 - 0.7216
## Mildreds
                 -0.3004
                          0.6383
## Emilianos
                 -0.1200
                           0.2758
## Leos706
                 -0.0151
                          0.0837
## BeefOBradys
                  0.2918 - 0.6385
## TiAmo
                  0.4003
                          0.8226
## Carrabbas
                  0.6754 0.2799
## LasMargaritas 0.4399 -0.0457
## Shoneys
                  0.8668 - 0.2572
##
##
## Stress per point rows:
          SPP
               SPP(%)
```

```
## 17
       1.4185
                1.4185
## 9
       1.6878
                1.6878
## 15
       1.7060
                1.7060
## 10
       1.7234
                1.7234
## 19
       1.7234
                1.7234
## 23
       1.8478
                1.8478
## 29
       1.9134
                1.9134
## 4
       2.0259
                2.0259
## 8
       2.2155
                2.2155
       2.2264
## 13
                2.2264
       2.2798
## 20
                2.2798
## 7
       2.3432
                2.3432
## 6
       2.4218
                2.4218
       2.8455
## 18
                2.8455
       2.8645
## 16
                2.8645
       2.9340
## 14
                2.9340
## 11
       3.0718
                3.0718
       3.1020
## 21
                3.1020
## 3
       3.4459
                3.4459
## 28
       3.4647
                3.4647
## 12
       3.7958
                3.7958
## 1
       3.8358
                3.8358
## 27
       3.9954
                3.9954
## 2
       4.3046
                4.3046
       4.6409
## 30
                4.6409
## 24
       4.7551
               4.7551
## 26
       4.8939
                4.8939
## 5
       5.0480
                5.0480
## 22
       6.3346
                6.3346
## 25 11.1347 11.1347
##
## Stress per point columns:
           SPP
##
                SPP(%)
## 17
       1.4185
                1.4185
## 9
       1.6878
                1.6878
## 15
       1.7060
                1.7060
       1.7234
## 10
                1.7234
## 19
       1.7234
                1.7234
## 23
       1.8478
                1.8478
       1.9134
## 29
                1.9134
## 4
       2.0259
                2.0259
## 8
       2.2155
                2.2155
## 13
       2.2264
                2.2264
       2.2798
## 20
                2.2798
## 7
       2.3432
                2.3432
## 6
       2.4218
                2.4218
## 18
       2.8455
                2.8455
## 16
       2.8645
                2.8645
## 14
       2.9340
                2.9340
## 11
       3.0718
                3.0718
       3.1020
                3.1020
## 21
## 3
       3.4459
                3.4459
```

```
## 28
       3.4647
                3.4647
## 12
       3.7958
                3.7958
       3.8358
                3.8358
## 1
       3.9954
## 27
                3.9954
       4.3046
## 2
                4.3046
## 30
       4.6409
                4.6409
       4.7551
## 24
                4.7551
## 26
       4.8939
                4.8939
## 5
       5.0480
                5.0480
       6.3346
                6.3346
## 22
## 25 11.1347 11.1347
```

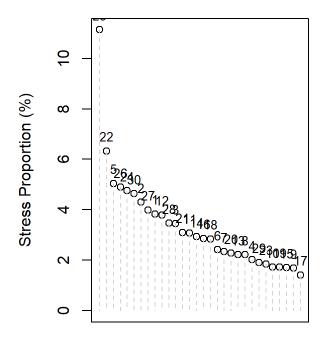
plot(un_df_rev.row, pch=19, cex=2)

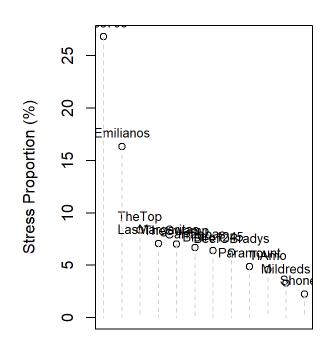
Joint Configuration Plot



plot(un_df_rev.row, "stressplot")

Stress Decomposition Chart - Row Stress Decomposition Chart - Colum



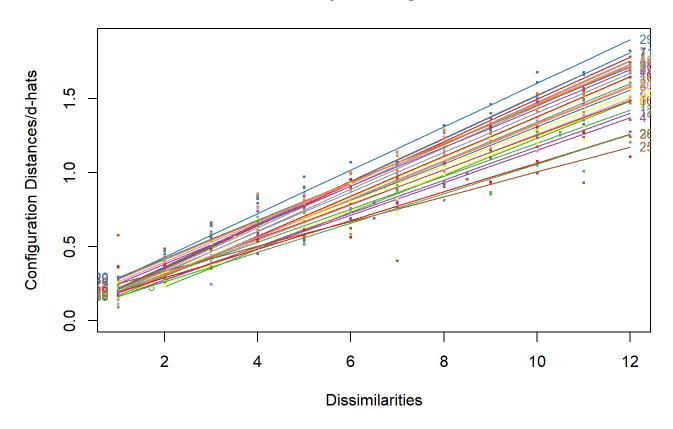


Row Objects

Column Objects

plot(un_df_rev.row, "Shepard")

Shepard Diagram



2D Ordinal Unfolding Model

```
un_df_rev.ord <- unfolding(df_rev, type="ordinal")
un_df_rev.ord</pre>
```

```
## Call: unfolding(delta = df_rev, type = "ordinal")
##
## Model:
                        Rectangular smacof
## Number of subjects:
## Number of objects:
                        12
## Transformation:
                        ordinalp
## Conditionality:
                        matrix
##
## Stress-1 value:
                      0.085273
## Penalized Stress:
                      1.652697
## Number of iterations: 63
```

```
summary(un_df_rev.ord)
```

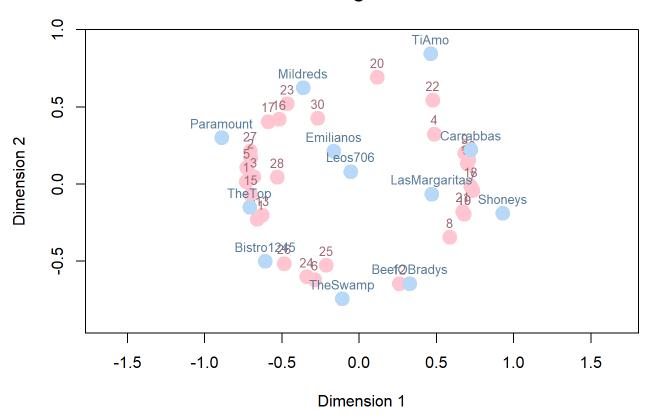
```
##
## Subject configuration (rows):
##
           D1
                    D2
      -0.7341
               0.0176
## 1
## 2
      -0.7044
               0.1715
## 3
      -0.6855
               0.0476
## 4
       0.4841
              0.3250
## 5
      -0.7287
               0.1054
## 6
      -0.2883 - 0.6202
## 7
       0.7344 - 0.0412
## 8
       0.5859 -0.3427
## 9
       0.6810 0.2011
## 10 0.6789 -0.1956
## 11 -0.6628 -0.2269
## 12
       0.2576 -0.6447
## 13 -0.6290 -0.2005
## 14
      0.6971 0.1319
## 15 -0.7051 -0.0670
## 16 -0.5174
               0.4196
## 17 -0.5888
               0.4059
## 18
      0.7209 - 0.0127
## 19
      0.6789 -0.1956
## 20
       0.1149 0.6914
## 21
       0.6708 -0.1771
## 22 0.4748
              0.5429
## 23 -0.4675
               0.5212
## 24 -0.3422 -0.6006
## 25 -0.2139 -0.5248
## 26 -0.4850 -0.5136
## 27 -0.7057
               0.2150
## 28 -0.5313
               0.0455
## 29 0.7088
               0.1572
## 30 -0.2697
              0.4279
##
## Object configuration (columns):
##
                      D1
                               D2
## Paramount
                 -0.8913
                          0.3001
## TheTop
                 -0.7095 -0.1497
## Bistro1245
                 -0.6088 - 0.4992
## TheSwamp
                 -0.1098 - 0.7424
## Mildreds
                 -0.3637
                          0.6234
## Emilianos
                 -0.1673
                           0.2125
## Leos706
                 -0.0543 0.0822
## BeefOBradys
                  0.3273 - 0.6435
## TiAmo
                  0.4609 0.8440
## Carrabbas
                  0.7197 0.2241
## LasMargaritas 0.4689 -0.0639
## Shoneys
                  0.9278 - 0.1876
##
##
## Stress per point rows:
          SPP
               SPP(%)
```

```
## 9
       1.0955
                1.0955
## 15
       1.4182
                1.4182
## 13
       1.4444
                1.4444
## 3
       1.5063
                1.5063
## 7
       1.6205
                1.6205
## 10
       1.6466
                1.6466
## 19
       1.6466
                1.6466
## 18
       1.7621
                1.7621
## 14
       1.7652
                1.7652
       1.8034
                1.8034
## 29
## 11
       1.8146
                1.8146
## 17
       2.0108
                2.0108
## 6
       2.0749
                2.0749
## 2
       2.1096
                2.1096
## 8
       2.1173
                2.1173
## 1
       2.1883
                2.1883
## 21
       2.2182
                2.2182
       2.4628
## 5
                2.4628
## 16
       2.4798
                2.4798
## 27
       2.7092
                2.7092
## 24
       3.0689
                3.0689
## 23
       3.6195
                3.6195
## 26
       3.9501
                3.9501
## 22
       3.9930
                3.9930
       4.3041
## 4
                4.3041
## 20
       4.4314
               4.4314
       4.5913
## 12
                4.5913
## 28
       6.3734
                6.3734
##
  30
       9.3812
                9.3812
## 25 18.3930 18.3930
##
## Stress per point columns:
           SPP
##
                SPP(%)
## 9
       1.0955
                1.0955
## 15
       1.4182
                1.4182
## 13
       1.4444
                1.4444
       1.5063
## 3
                1.5063
## 7
       1.6205
                1.6205
## 10
       1.6466
                1.6466
       1.6466
## 19
                1.6466
## 18
       1.7621
                1.7621
## 14
       1.7652
                1.7652
## 29
       1.8034
                1.8034
## 11
       1.8146
                1.8146
## 17
       2.0108
                2.0108
## 6
       2.0749
                2.0749
## 2
       2.1096
                2.1096
## 8
       2.1173
                2.1173
## 1
       2.1883
                2.1883
## 21
       2.2182
                2.2182
## 5
       2.4628
                2.4628
## 16
       2.4798
                2.4798
```

```
## 27
       2.7092
                2.7092
## 24
       3.0689
                3.0689
       3.6195
                3.6195
## 23
## 26
       3.9501
                3.9501
## 22
       3.9930
                3.9930
## 4
       4.3041
                4.3041
       4.4314
                4.4314
## 20
## 12
       4.5913
                4.5913
## 28
       6.3734
                6.3734
## 30
       9.3812
                9.3812
## 25 18.3930 18.3930
```

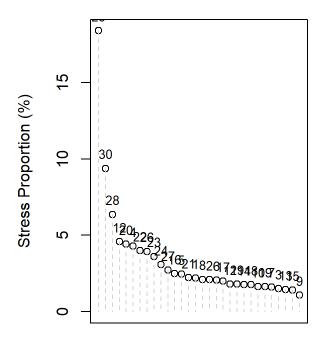
plot(un_df_rev.ord, pch=19, cex=2)

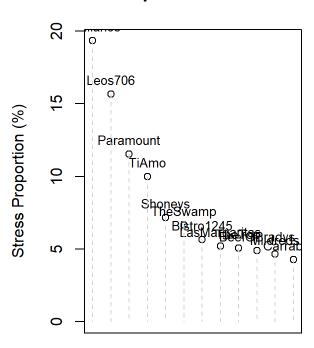
Joint Configuration Plot



plot(un_df_rev.ord, "stressplot")

Stress Decomposition Chart - Row Stress Decomposition Chart - Colum



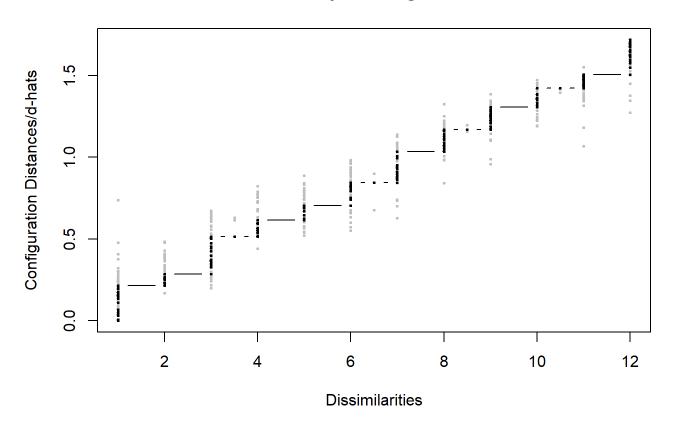


Row Objects

Column Objects

plot(un_df_rev.ord, "Shepard")

Shepard Diagram



```
un_df_rev.ordsec <- unfolding(df_rev, type="ordinal", ties = "secondary")
un_df_rev.ordsec</pre>
```

```
##
## Call: unfolding(delta = df_rev, type = "ordinal", ties = "secondary")
##
## Model:
                        Rectangular smacof
## Number of subjects:
## Number of objects:
                        12
## Transformation:
                        ordinals
## Conditionality:
                        matrix
##
## Stress-1 value:
                      0.144163
## Penalized Stress:
                      0.001059
## Number of iterations: 1491
```

2D Ordinal Row-Conditional Unfolding Model (We're choosing this model!)

```
un_df_rev.ordrow <- unfolding(df_rev, type="ordinal", conditionality = "row")</pre>
```

```
## Warning in unfolding(df_rev, type = "ordinal", conditionality = "row"):
## Iteration limit reached! Increase itmax argument!
```

```
un_df_rev.ordrow
```

```
##
## Call: unfolding(delta = df_rev, type = "ordinal", conditionality = "row")
##
## Model:
                        Rectangular smacof
## Number of subjects:
## Number of objects:
                        12
## Transformation:
                        ordinalp
## Conditionality:
                        row
##
## Stress-1 value:
                      0.00596
## Penalized Stress: 1.886149
## Number of iterations: 10000
```

summary(un_df_rev.ordrow)

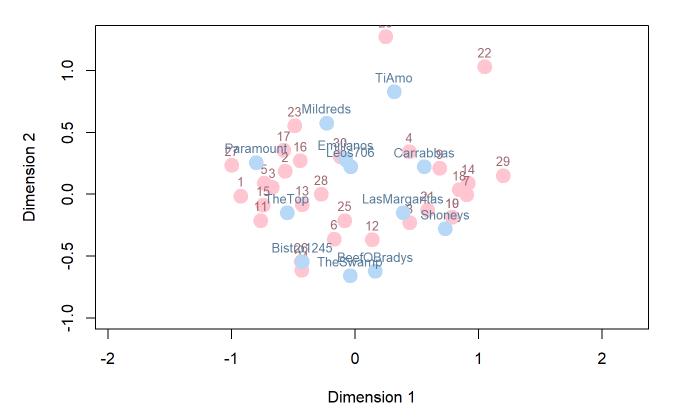
```
##
## Subject configuration (rows):
##
           D1
                   D2
      -0.9256 -0.0131
## 1
## 2
      -0.5641
               0.1876
## 3
      -0.6698
               0.0579
## 4
       0.4400
               0.3438
## 5
      -0.7375
               0.0903
## 6
      -0.1696 -0.3610
## 7
       0.9030 -0.0032
## 8
       0.4412 - 0.2292
       0.6857 0.2119
## 9
## 10 0.7866 -0.1833
## 11 -0.7647 -0.2108
## 12
       0.1385 -0.3673
## 13 -0.4278 -0.0826
## 14
      0.9171 0.0907
## 15 -0.7439 -0.0865
## 16 -0.4437
               0.2727
## 17 -0.5780
               0.3570
## 18
       0.8446
               0.0390
## 19
       0.7866 - 0.1833
## 20
       0.2468
              1.2749
## 21
       0.5881 -0.1266
## 22
      1.0474 1.0318
## 23 -0.4883
               0.5543
## 24 -0.4337 -0.6122
## 25 -0.0837 -0.2108
## 26 -0.4353 -0.5441
## 27 -0.9985
              0.2359
## 28 -0.2732
               0.0026
## 29 1.1984
               0.1532
## 30 -0.1189
               0.3037
##
## Object configuration (columns):
##
                      D1
                               D2
## Paramount
                 -0.8014
                           0.2584
## TheTop
                 -0.5509 - 0.1496
## Bistro1245
                 -0.4290 -0.5435
## TheSwamp
                 -0.0405 - 0.6570
## Mildreds
                 -0.2279
                          0.5779
## Emilianos
                 -0.0748
                          0.2824
## Leos706
                 -0.0342
                         0.2257
## BeefOBradys
                  0.1625 - 0.6218
## TiAmo
                  0.3165
                          0.8305
## Carrabbas
                  0.5602 0.2243
## LasMargaritas 0.3912 -0.1497
## Shoneys
                  0.7284 - 0.2776
##
##
## Stress per point rows:
          SPP
               SPP(%)
```

```
## 15
       0.0022
                0.0022
## 23
       0.0024
                0.0024
       0.0025
## 9
                0.0025
## 10
       0.0026
                0.0026
## 19
       0.0026
                0.0026
## 18
       0.0032
                0.0032
## 7
       0.0046
                0.0046
## 27
       0.0100
                0.0100
## 17
       0.0214
                0.0214
       0.0508
## 30
                0.0508
## 13
       0.1625
                0.1625
## 11
       0.2196
                0.2196
## 6
       0.2741
                0.2741
## 20
       0.6137
                0.6137
       1.0970
## 29
                1.0970
## 1
       1.9514
                1.9514
## 3
       1.9619
                1.9619
## 22
       2.1340
                2.1340
## 8
       2.7245
                2.7245
## 5
       2.8650
                2.8650
## 16
       3.4052
                3.4052
## 4
       3.5039
                3.5039
## 2
       4.2382
                4.2382
## 26
       4.4869
                4.4869
## 24
       4.9924
                4.9924
## 28
       5.2673
                5.2673
## 14
       6.6049
                6.6049
## 12 11.5668 11.5668
## 25 17.2896 17.2896
## 21 24.5386 24.5386
##
## Stress per point columns:
           SPP
##
                SPP(%)
## 15
       0.0022
                0.0022
## 23
       0.0024
                0.0024
## 9
       0.0025
                0.0025
       0.0026
## 10
                0.0026
## 19
       0.0026
                0.0026
## 18
       0.0032
                0.0032
## 7
       0.0046
                0.0046
## 27
       0.0100
                0.0100
## 17
       0.0214
                0.0214
## 30
       0.0508
                0.0508
## 13
       0.1625
                0.1625
       0.2196
## 11
                0.2196
## 6
       0.2741
                0.2741
## 20
       0.6137
                0.6137
## 29
       1.0970
                1.0970
## 1
       1.9514
                1.9514
## 3
       1.9619
                1.9619
## 22
       2.1340
                2.1340
## 8
       2.7245
                2.7245
```

```
## 5
       2.8650
                2.8650
## 16
       3.4052
                3.4052
       3.5039
                3.5039
## 4
## 2
       4.2382
                4.2382
## 26
       4.4869
                4.4869
## 24
       4.9924
                4.9924
       5.2673
## 28
                5.2673
## 14
       6.6049
                6.6049
## 12 11.5668 11.5668
## 25 17.2896 17.2896
## 21 24.5386 24.5386
```

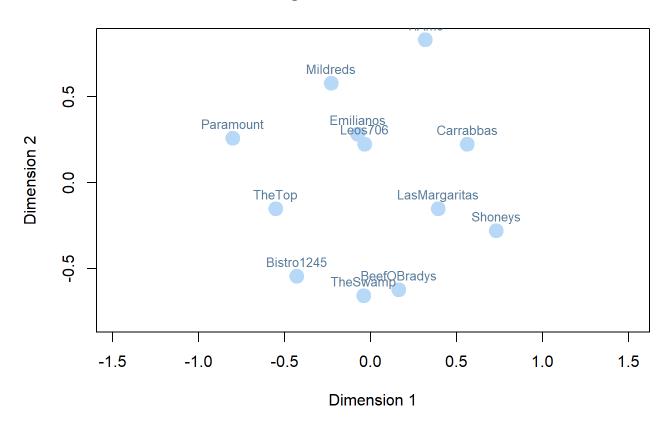
plot(un_df_rev.ordrow, pch=19, cex=2)

Joint Configuration Plot



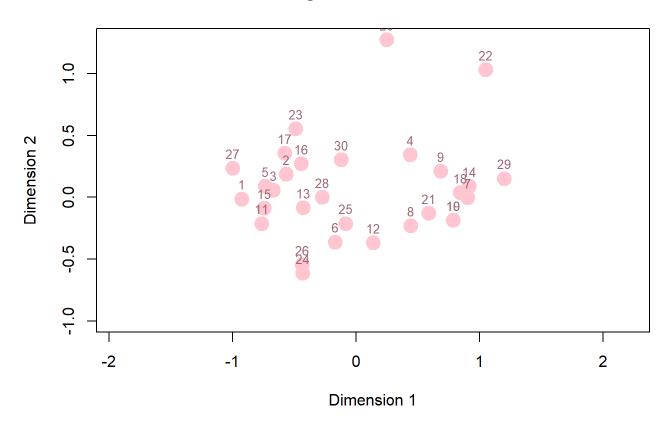
plot(un_df_rev.ordrow, pch=19, cex=2, what="columns")

Configuration Plot - Columns



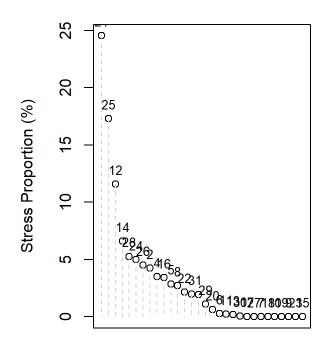
plot(un_df_rev.ordrow, pch=19, cex=2, what = "rows")

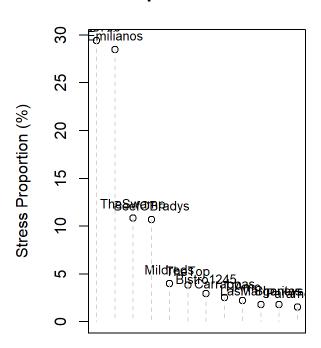
Configuration Plot - Rows



plot(un_df_rev.ordrow, "stressplot")

Stress Decomposition Chart - Row Stress Decomposition Chart - Colun



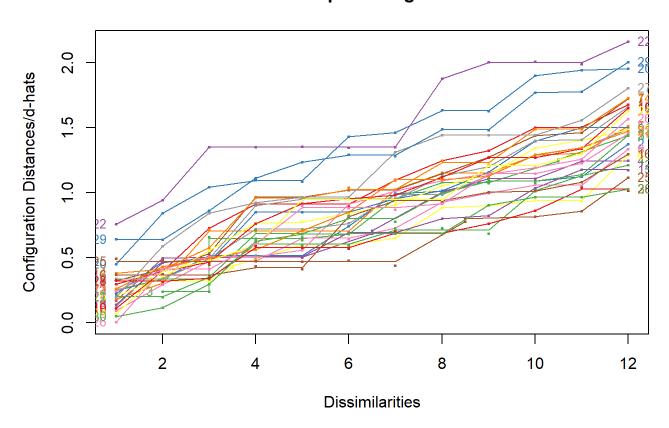


Row Objects

Column Objects

plot(un_df_rev.ordrow,"Shepard")

Shepard Diagram



un_df_rev.ordrowsec <- unfolding(df_rev, type="ordinal", conditionality = "row", ties =
"secondary")</pre>

```
## Warning in unfolding(df_rev, type = "ordinal", conditionality = "row", ties =
## "secondary"): Iteration limit reached! Increase itmax argument!
```

un_df_rev.ordrowsec

```
##
## Call: unfolding(delta = df_rev, type = "ordinal", conditionality = "row",
       ties = "secondary")
##
##
## Model:
                        Rectangular smacof
## Number of subjects:
## Number of objects:
                        12
## Transformation:
                        ordinals
## Conditionality:
                        row
##
## Stress-1 value:
                      0.00968
## Penalized Stress:
                      1.637028
## Number of iterations: 10000
```

plot(un_df_rev.ordrowsec, pch=19, cex=2)

Joint Configuration Plot

