Latent Class Analysis:

LCA is a method use to identify hidden population subgroups.

The subgroups are unique to each other but the individual within the subgroups are similar to each other.

Uses of LCA:

1. Complex constructs

2. Measure multiple behaviors

For example, we might need to measure whether or not an individual is engaging with a healthy behavior.

Smoking = unhealthy behavior

No Smoking = healthy behavior

However, drinking is not the only measurement of healthy behavior. There are also others, such as drinking, drugs, risky sex, quality of sleep, quality of diet, level of stress, amount of exercises

LCA(Latent Class Analysis) vs. Factor Analysis

Factor Analysis: continuous, variable-centered

Latent Class Analysis: categorical, person-centered