**EFA Time!**

*\*\*\*Please remember that SPSS can be quite dangerous and it will let you click through a whole bunch of analyses without you having any idea of what you are doing. Make sure that you know what you are clicking!!!*

1. **Prepare the data:** Download the data file on the Bb site (“PSYC 6327 Factor Analysis Assignment Data.sav”). This data has 28 variables measuring various items relating to the use of electronic devices in class. The wording of the items is included in the label. All responses are on a 1 to 5 scale ranging from *Strongly Disagree* to *Strongly Agree*.
2. **Begin to conduct an EFA:**

* Provide me with the number of factors to extract based on:
  + The Kaiser Criterion
  + A Scree Plot
  + A Parallel Analysis
  + A MAP Test
* Using PAF (not PCA), extract the number of factors that you identified above via the **MAP Test**. Provide me with the initial factor loadings.
* Orthogonal: Rotate the data using via Varimx and provided me with the rotated factor loadings.
* Oblique: Rotate the data using via Direct Oblimin and provided me with the pattern matrix and the structure matrix.
* Examine the results from the oblique rotation and provide for me the factor(s) and their items. Interpret the factor(s). That is, what does it/do they seem to be measuring?

*\*\*\*This should be submitted to me in a well formatted and professional manner via the submission link on Bb.*