First, used SPSS to recode data, grouping by celebrity. Next, used R to attempt analyses. Gave up after two hours; couldn’t figure out syntax. Finally, returned to SPSS to complete assignment in reasonable time frame.

1. RWG Levels of agreement for each dimension for each celebrity:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dimension N | Dimension E | Dimension O | Dimension A | Dimension C |
| Celebrity 1 | .69 | .69 | .69 | .88 | .80 |
| Celebrity 2 | .77 | .80 | .87 | .67 | .84 |
| Celebrity 3 | .76 | .80 | .77 | 1.00 | .78 |
| Celebrity 4 | .80 | .78 | .95 | .88 | .77 |

1. Df
2. Seg
3. Sdg
4. Sdg