



Course Code & Title	LISS250 Intermediate Quantitative Analysis with SPSS & Process: Mediation & Moderation				
Convenor(s)	Dr Mike Clinton, King's Business School				
Institution	King's College London	Department	LISS DTP		
Academic Year	2018-19	Term	Spring		
Number of Sessions	4 (over 2 days)	Research Platform	Quantitative Research	Length of Session(s)	hours
Day, Date		Start : End		Room Location	
Thursday 04 April 2019		1000 : 1700		K4.32 King's Building, Strand Campus WC2R 2LS	
Friday 05 April 2019		1000 : 1700		K4.32 King's Building, Strand Campus WC2R 2LS	
Enrolment Link:	https://goo.gl/rYibwM You may be prompted to log into SkillsForge				

Course Description:

The aim of this intermediate-level workshop is to firstly develop a conceptual understanding of mediation and moderation and how each may be useful to answer theoretical questions in the social sciences regarding mechanisms of association and boundary conditions of effects. Secondly, the workshop seeks to develop practical analytical skills in running advanced regression, mediation, moderation and moderated-mediation statistical models in both SPSS and PROCESS, which is an SPSS add-on.

Course Outline:

The course will be run across 2 days. Each morning and afternoon the trainer will lead a session that will be a mix of lecture- style delivery of information, class discussion, and practical workshop.

DAY 1:

AM session: Fundamentals of Multiple and Hierarchical Regression

The session will hopefully be a 're-cap' for most students, but also extend students' knowledge of regression techniques. Importantly, it will set out the basic principles underlying the techniques used subsequently in the course and relate them to existing student knowledge.

PM session: Mediation Analysis in SPSS & PROCESS

The session will explore the role of 'mediation' as a means of conceptualising and testing theoretical mechanisms of association. It will introduce students to the Baron & Kenny technique for testing mediation as an extension of hierarchical regression and provide practical knowledge of how to conduct this mediation analysis on data. Then students will then be introduced to advanced approaches to mediation, such as dual mediation, serial mediation, and dichotomous variables in mediation via the PROCESS software.

DAY 2:

AM session: Moderation Analysis in SPSS & PROCESS



The session will explore the role of 'moderation' as a means of conceptualising and testing how effects vary across different boundary conditions. Students will be introduced to the process of testing for moderation in SPSS and presenting interactions graphically. The session will then introduce students to running moderation analysis within the PROCESS software.

PM session: Moderated-Mediation Analysis in PROCESS

The session will explore the role of 'moderated mediation' as a means of combining the opportunities afforded by the two techniques learned previously to test sophisticated models. Students will be introduced to a variety of different models that can be tested, and procedures for examining 'moderated mediation' in PROCESS.

Reading List:

Hayes, A. F. (2013; 2018). *Introduction to mediation, moderation and conditional process analysis: A regression-based approach*. Guildford Press, UK.

Eligibility:

Please note that this is a **not** an introductory session; understanding of basic inferential statistics up to and including multiple regression will be expected, as will experience of working with SPSS.

Pre course preparation:

None

Number of students:

20 maximum