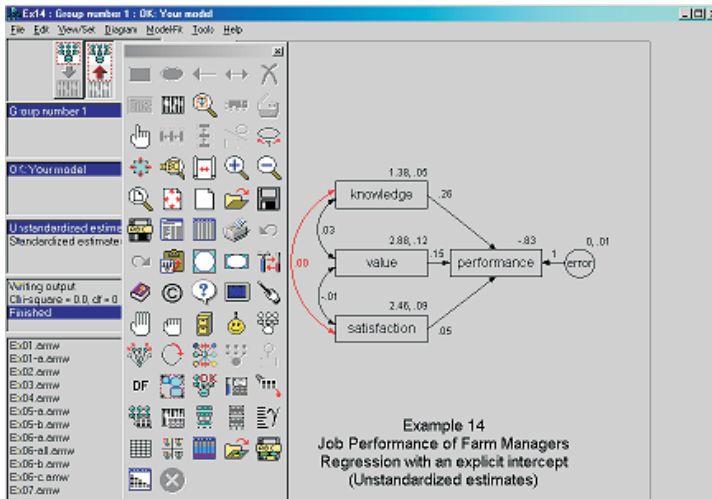


# ➤ Verify how and why variables affect each other using structural equation modeling



Amos makes Structural Equation Modeling (SEM) easy - just point, click, drag and drop. There's no need to type commands or write equations. Advanced output options make it even easier to work in Amos. For example, quickly interpret or summarize results with "use-it-in-a-sentence" help.

With Amos, you can quickly create models to test relationships among observed and latent (hidden) variables, and then use those models to test hypotheses and confirm relationships.

Employ this powerful structural equation modeling (SEM) software to create more realistic models than if you used standard multivariate methods or regression alone. In Amos, you specify, estimate, assess and present your model in an intuitive path diagram to show hypothesized relationships among variables.

Ease of use sets Amos apart from the competition. Models that once took days to create are now completed in minutes. You'll find user-friendly features, such as drawing tools, configurable toolbars and drag-and-drop capabilities, to help you build models. Once you finish the model, a mouse-click enables you to assess fit. There's no need to write equations or type commands - although you can optionally write code using Amos Basic.

Use Amos for many tasks, including:

- Market research for analyzing customer satisfaction, brand loyalty and purchase behavior
- Government, social science or educational research for evaluating program outcomes or behavioral models
- Business or economic planning for econometric and financial models

### Create models to test complex relationships

Amos builds models that more accurately reflect complex relationships, because any variable, whether observed (such as non-experimental data from a survey) or latent (e.g., satisfaction and loyalty), can be used to predict any other variable. You can analyze data from multiple groups - even in large multi-group problems - by quickly specifying and testing models.

### Discover unexpected relationships using path diagrams

After you fit a model, the Amos path diagram shows the strength of the relationship between variables. For example, when working with data from a product survey on condiments, you might initially assume that the variable, satisfaction of taste, is the best brand loyalty indicator. Looking at the relationships in Amos, however, you might discover that the best brand loyalty indicator is the package size purchased.

### Constrain your parameters for more precise models

Take advantage of previous research by assigning known constraints and parameter values directly to your model. Use confirmatory factor analysis to specify and test a factor pattern, instead of relying on traditional exploratory factor analysis. Alternatively, you can use exploratory SEM (specification search) to select a model from a large number of candidate models.

### System requirements

- Microsoft Windows 98, Me, NT 4.0 with Service Pack 6 (SP6), 2000 or XP
- 18MB hard drive space
- 128MB RAM minimum for Windows 98 and Me
- 256MB RAM minimum for NT 4.0, 2000 and XP
- Internet Explorer 6

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