

## CHAPTER 4: CORRESPONDENCE ANALYSIS

### Output from analysis of UK newspaper data

Correspondence Table

OCCUP	PAPER									
	Mirror	Sun	Mail	Express	Times	Telegraph	Guard./Ind.	Other	None	Active Margin
Self-employed	8	16	12	6	6	4	7	2	6	67
Managers	9	14	19	8	17	10	18	12	9	116
Other WC	20	20	20	9	7	10	6	12	8	112
Manual	90	103	34	28	10	4	7	30	28	334
House	51	64	19	9	9	4	6	24	29	215
Unemployed	22	30	6	1	2	3	5	12	11	92
Retired	60	50	52	31	8	19	7	48	31	306
Student	15	17	10	5	10	3	7	11	6	84
Active Margin	275	314	172	97	69	57	63	151	128	1326

Summary

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation
1	.314	.099			.641	.641	.029	.119
2	.189	.036			.233	.874	.027	
3	.104	.011			.070	.944		
4	.070	.005			.032	.976		
5	.048	.002			.015	.991		
6	.035	.001			.008	.999		
7	.012	.000			.001	1.000		
Total		.154	204.230	.000 <sup>a</sup>	1.000	1.000		

a. 56 degrees of freedom

Overview Row Points<sup>a</sup>

OCCUP	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
Self-employed	.051	.640	-.339	.011	.066	.031	.575	.097	.672
Managers	.087	1.359	-.387	.053	.514	.069	.949	.046	.996
Other WC	.084	.410	.356	.008	.045	.056	.544	.247	.791
Manual	.252	-.508	-.145	.025	.207	.028	.802	.039	.841
House	.162	-.412	-.300	.014	.088	.077	.622	.199	.821
Unemployed	.069	-.403	-.459	.011	.036	.077	.334	.261	.595
Retired	.231	.031	.707	.022	.001	.609	.003	.972	.975
Student	.063	.468	-.399	.009	.044	.053	.506	.221	.727
Active Total	1.000			.154	1.000	1.000			

a. Symmetrical normalization

Overview Column Points<sup>a</sup>

PAPER	Mass	Score in Dimension		Inertia	Contribution				
					Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
Mirror	.207	-.476	-.021	.015	.150	.000	.957	.001	.958
Sun	.237	-.444	-.387	.022	.148	.188	.663	.305	.968
Mail	.130	.379	.463	.012	.059	.147	.484	.436	.920
Express	.073	.111	.587	.009	.003	.133	.031	.520	.551
Times	.052	1.160	-.728	.029	.223	.146	.761	.181	.941
Telegraph	.043	.969	.687	.018	.128	.107	.688	.208	.896
Guard./Ind.	.048	1.356	-.851	.035	.278	.182	.793	.188	.981
Other	.114	-.017	.400	.009	.000	.096	.001	.401	.402
None	.097	-.186	-.039	.005	.011	.001	.226	.006	.232
Active Total	1.000			.154	1.000	1.000			

a. Symmetrical normalization

## Row and Column Points

### Symmetrical Normalization

