## **Contents**

1		Steps	1 6		
2	The Purpose of MDS				
	2.1	MDS for Visualizing Proximity Data	7		
	2.2	MDS for Uncovering Latent Dimensions of Judgment	10		
	2.3	Distance Formulas as Models of Judgment	12		
	2.4	MDS for Testing Structural Hypotheses	16		
	2.5	Summary	18		
	Refe	rences	19		
3	The	Goodness of an MDS Solution	21		
	3.1	Fit Indices and Loss Functions	21		
	3.2	Evaluating Stress	23		
	3.3	Variants of the Stress Measure	25		
	3.4	Summary	26		
	Refe	rences	26		
4	Proximities				
	4.1	Direct Proximities	27		
	4.2	Derived Proximities	29		
	4.3	Proximities from Index Conversions	30		
	4.4	Co-Occurrence Data	31		
	4.5	The Gravity Model for Co-Occurrences	32		
	4.6	Summary	34		
	Refe	rences	34		
5	Variants of Different MDS Models				
	5.1	Ordinal and Metric MDS	37		
	5.2	Euclidean and Other Distances	39		

viii Contents

	5.3	Scaling Replicated Proximities	39			
	5.4	MDS of Asymmetric Proximities	40			
	5.5	Modeling Individual Differences in MDS	42			
	5.6	Unfolding	45			
	5.7	Summary	47			
	Refer	ences	47			
6	Confirmatory MDS					
•	6.1	Weak Confirmatory MDS	50			
	6.2	External Side Constraints on the Point Coordinates	51			
	6.3	Regional Axial Restrictions	54			
	6.4	Challenges of Confirmatory MDS	56			
	6.5	Summary	57			
		ences	58			
	Kelei	ences	50			
7	Туріс	cal Mistakes in MDS	59			
	7.1	Using the Term MDS Too Generally	59			
	7.2	Using the Distance Notion Too Loosely	60			
	7.3	Assigning the Wrong Polarity to Proximities	60			
	7.4	Using Too Few Iterations	61			
	7.5	Using the Wrong Starting Configuration	61			
	7.6	Doing Nothing to Avoid Suboptimal Local Minima	61			
	7.7	Not Recognizing Degeneracy in Ordinal MDS	63			
	7.8	Meaningless Comparisons of Different MDS Solutions	65			
	7.9	Evaluating Stress Mechanically	68			
	7.10	Always Interpreting "the Dimensions"	70			
	7.11	Poorly Dealing with Disturbing Points	74			
	7.12	Scaling Almost Equal Proximities	75			
	7.13	Over-Interpreting Dimension Weights	78			
	7.14	Unevenly Stretching MDS Plots	79			
	7.15	Summary	79			
	Refer	rences	80			
8	MDC	Algorithms	81			
0	8.1	Classical MDS	81			
			84			
	8.2	Iterative MDS Algorithms	86 86			
	8.3 Refer	Summary	86			
9		puter Programs for MDS	87			
	9.1	PROXSCAL	87			
		9.1.1 Proxscal by Menus	88			
		9.1.2 Proxscal by Commands	91			

Contents ix

9.2	The R Package Smacof
	9.2.1 General Remarks on SMACOF
	9.2.2 SmacofSym 9
	9.2.3 SmacofIndDiff
	9.2.4 SmacofRect
	9.2.5 SmacofConstraint
	9.2.6 Final Remarks
9.3	Other Programs for MDS
Refe	nces
Author 1	ndex 10
Subject	ndex