

Logit/Binary DV

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outline

level of measurement

- again, do think about level of measurement
- for DV need interval/ratio, or at verly least often its ok with ordinal especially many categories like 1-10 happiness
- (for IV can be anything, just dummy out multinomial)
- but what if DV is binary or multinomial (eg race)?
 - if multinomial, dummy out like IV, and have several DVs/regressions, eg one for blacks, another for asians etc
- ols would be often good first approximation
 - sign/direction, stat significance, and even effect size do give some info
- but to be proper need to run logit, and get probabilities
- best visualize with marginsplot, especially interactions