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eye colors within this group is not typical in the whole population
$2 - e.g.: BROWN hair \Rightarrow$ the distribution of eye colors within
1 X and 1 X2 this group close to the marginal distribution of columns
Row and column levels close together and far from the origin
people are most a large positive \underline{R}_{ij} would be associated with the combination
blue eyes (check \bigcirc e.g.: <u>BLOND</u> <u>hair</u> \leftrightarrow <u>blue</u> <u>eye</u> \Rightarrow strong association -3
Row and column levels situate apart on either side of the origin
a large negative \underline{R}_{ij} would be associated with the combination
$\textcircled{@} - \textcircled{e.g.: } \underline{BLOND} \underbrace{hair} \leftrightarrow \underline{brown} \underbrace{eye} \Rightarrow \underline{relatively} \underbrace{fewer}_{ever} people$
Points of two row (or two column) levels are close together to indep
or 2 X2 The two rows/columns have a similar pattern of association
\Rightarrow might consider to combine the two categories
5 -•••e.g.: <u>hazel eye</u> \leftrightarrow green <u>eye</u> \Rightarrow similar <u>hair color</u> distribution
• Other versions of CA: see Venables and Ripley (2002, corresp
in the MASS package of R), or Blasius and Greenacre (1998)
♦ Reading: Faraway (2006, 1 st ed.), 4.2 Other definitions of "scores" →