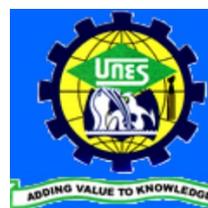




University of Nairobi



UNES

TITLE:	Exploratory Factor Analysis And Its Applications Using R
DATE:	20th March, 2023
TIME:	10:00AM TO 11:00 AM (GMT+3) Via Zoom
SPEAKER	Dr. James Katende Department of Mathematics, University of Nairobi



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Exploratory Factor Analysis (EFA) is a statistical technique used to uncover the underlying structure of a set of variables. It is used to identify relationships among a group of variables and to determine a smaller set of latent factors.

Factor analysis is commonly used in market research, as well as other disciplines like technology, medicine, sociology, field biology, education, psychology and many more.

By identifying the underlying factors, researchers can gain insights into the underlying constructs being measured and develop hypotheses for further investigation.

The talk will cover the basics of EFA . Mathematical content will be limited with a focus on how the technique is applied. There will be a live demonstration of the applications using R to showcase the utility of EFA in research

Participants who are familiar with R software are encouraged to install it on their computers and also run the code which will be provided during the demonstration.