Despite our self-deprecating title, this talk should be understood as an attempt to make Structural Equation Modeling (SEM) accessible to a wide audience of researchers across many disciplines. We present a basic overview of SEM principles, some common nomenclature, a little algebra (with only one or two Greek letters!), a few real world examples, and then a foray into more advanced SEM techniques such as measurement invariance testing and latent growth curve modeling. Whether you just want to know how to read or critique an article that uses SEM in the analysis, or want to engage a couple of "SEM dummies" in some feisty Friday afternoon methods discussions, come to our talk...we’d love to visit with you.

Dr. Sudano is a medical sociologist and health services researcher and Director of the Social and Behavioral Science Unit in the Center for Health Care Research and Policy, Case Western Reserve University. He is Assistant Professor in the Department of Medicine at the CWRU School of Medicine. His research interests include ethnic disparities in health; health related survey data collection and analysis; social determinants of health; measurement equivalence in cross-cultural health status measurement; and structural equation modeling in health outcomes research. Dr. Perzynski specializes in medical sociology, gerontology, and research methods. His mixed methods expertise combine diverse approaches from ethnography to structural equation modeling. His current research includes studies of lay people’s illness knowledge and of the connection between the social environment and health over the life course.

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WIM Director: Dr. William Alex Pridemore – wpridemo@indiana.edu.