

The **October** meeting (**Meeting 1**) of the New South Wales Branch will be held on

Tuesday, 13 October 2009

6:00pm for refreshments and 6:30pm for talk

at

Seminar Room 106, New Law School Building, **University of Sydney**

Michael Greenacre

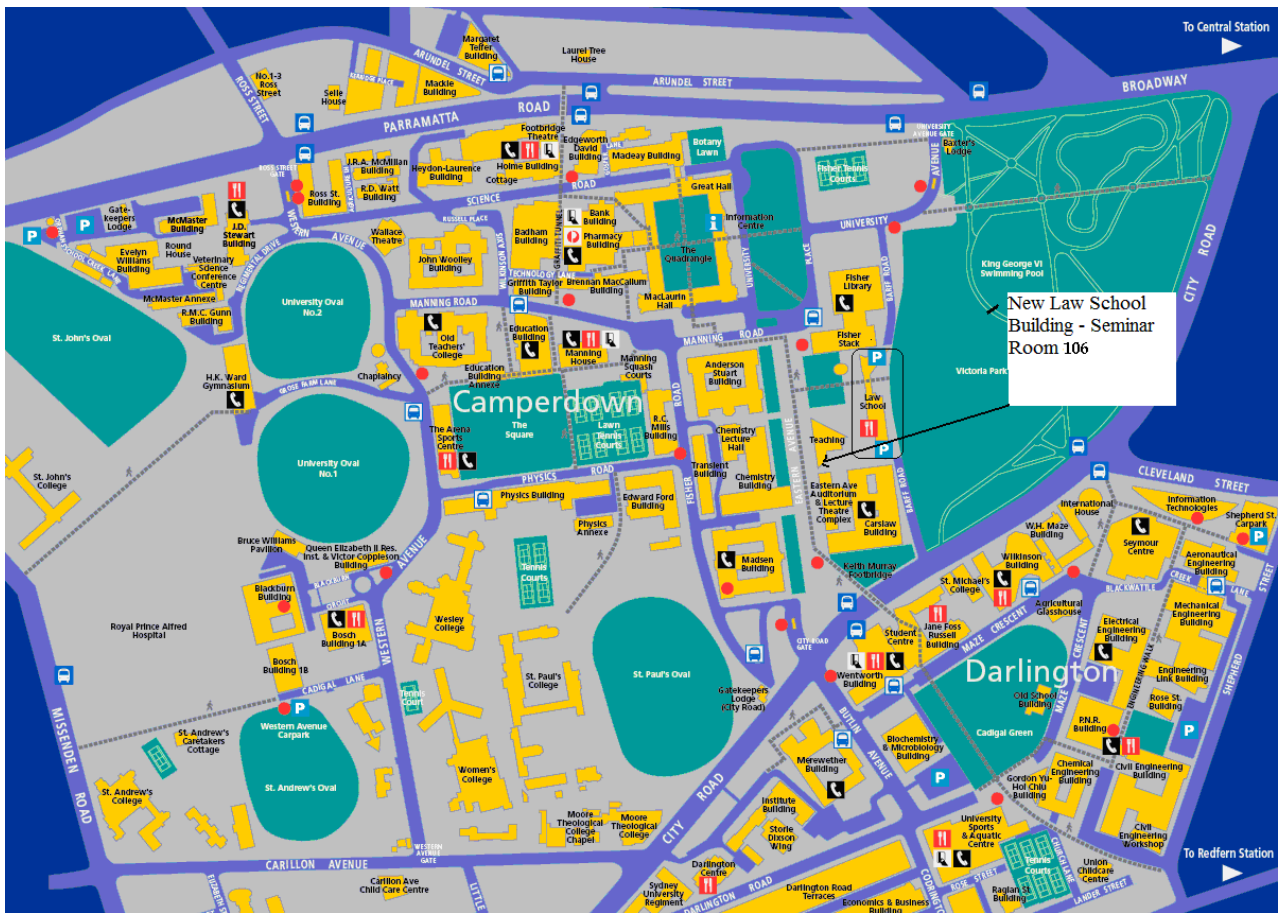
Universitat Pompeu Fabra, Barcelona, Spain

Correspondence analysis *versus* log-ratio analysis, with applications

Correspondence analysis and log-ratio analysis (i.e., the analysis of positive data transformed to log-ratios, which are optionally weighted) have developed separately in different contexts and application areas. The purpose of this presentation is to show that these methods are intimately connected through power transformations. In fact, when the data are suitably power-transformed, correspondence analysis can come as close as one likes to a log-ratio analysis, weighted or unweighted, and tends to these analyses in the limit. This interesting theoretical connection between these two streams of development is illustrated with some examples from linguistics, archaeology and geology. In addition, several videos will be shown where the transition from one method to the other is illustrated dynamically.

Michael Greenacre is Professor of Statistics at the Universitat Pompeu Fabra in Barcelona. Apart from his normal teaching program, he has given short courses on correspondence analysis to social scientists and marketing researchers in 15 countries, including Australia in 2006. In collaboration with Dr Raul Primicerio (Norwegian College of Fishery Science, Tromsø, Norway) he has also developed a short course on multivariate analysis for environmental biologists, which they have jointly presented in Norway, Spain, Iceland and Italy. He has participated as a statistician in various projects in the social and environmental sciences and is a member of the ARCTOS research network in arctic ecology. His main research interests are in the analysis and visualization of large data sets, and he has authored and co-edited six books and numerous journal articles on correspondence analysis and data visualization: most recently, *Correspondence Analysis in Practice, 2nd Edition* (Chapman & Hall /CRC, London, 2007), which has also been published in Spanish (*La Práctica del Análisis de Correspondencias*, Fundación BBVA, Madrid, 2008).

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GETTING THERE

By Train from Redfern station

Follow the path shown in the map

By Train from Central station

Take bus (422, 423, 426, 428) to Wentworth Building on City Road OR

Take bus (other routes) to USYD entrance on University Avenue from Parramatta Road

By Car

Parking at Camperdown and Darlington Campuses: \$ 6 flat rate (from 3pm – 6am)

– underground parking at the New Law School Building is available (entrance on Barff Road)