

SECOND EDITION

# MULTIVARIATE STATISTICAL ANALYSIS

*A Conceptual Introduction*

---

KACHIGAN



# Multivariate Statistical Analysis A Conceptual Introduction

**EW Minium**



## **Multivariate Statistical Analysis A Conceptual Introduction:**

**Multivariate Statistical Analysis** Parimal Mukhopadhyay, 2008-11-25 This textbook presents a classical approach to some techniques of multivariate analysis in a simple and transparent manner. It offers clear and concise development of the concepts, interpretation of the output of the analysis and criteria for selection of the methods taking into account the strengths and weaknesses of each. With its roots in matrix algebra for which a separate chapter has been added as an appendix, the book includes both data-oriented techniques and a reasonable coverage of classical methods supplemented by comments about robustness and general practical applicability. It also illustrates the methods of numerical calculations at various stages. This self-contained book is ideal as an advanced textbook for graduate students in statistics and other disciplines like social, biological, and physical sciences. It will also be of benefit to professional statisticians. The author is a former Professor of the Indian Statistical Institute, India.

**Statistical Analysis** Sam Kash Kachigan, 1986 This classic book provides the much-needed conceptual explanations of advanced computer-based multivariate data analysis techniques: correlation and regression analysis, factor analysis, discrimination analysis, cluster analysis, multi-dimensional scaling, perceptual mapping, and more. It closes the gap between spiraling technology and its intelligent application, fulfilling the potential of both.

**Multivariate Statistical Analysis** Sam Kash Kachigan, 1991 This classic book provides the much-needed conceptual explanations of advanced computer-based multivariate data analysis techniques: correlation and regression analysis, factor analysis, discrimination analysis, cluster analysis, multi-dimensional scaling, perceptual mapping, and more. It closes the gap between spiraling technology and its intelligent application, fulfilling the potential of both.

**Linear Regression** David J. Olive, 2017-04-18 This text covers both multiple linear regression and some experimental design models. The text uses the response plot to visualize the model and to detect outliers; does not assume that the error distribution has a known parametric distribution; develops prediction intervals that work when the error distribution is unknown; suggests bootstrap hypothesis tests that may be useful for inference after variable selection; and develops prediction regions and large sample theory for the multivariate linear regression model that has  $m$  response variables. A relationship between multivariate prediction regions and confidence regions provides a simple way to bootstrap confidence regions. These confidence regions often provide a practical method for testing hypotheses. There is also a chapter on generalized linear models and generalized additive models. There are many R functions to produce response and residual plots, to simulate prediction intervals, and hypothesis tests to detect outliers, and to choose response transformations for multiple linear regression or experimental design models. This text is for graduates and undergraduates with a strong mathematical background. The prerequisites for this text are linear algebra and a calculus-based course in statistics.

**A User's Guide to Business Analytics** Ayanendranath Basu, 2016-08-19 A User's Guide to Business Analytics provides a comprehensive discussion of statistical methods useful to the business analyst. Methods are developed from a fairly basic level to accommodate readers who have

limited training in the theory of statistics A substantial number of case studies and numerical illustrations using the R software package are provided for the benefit of motivated beginners who want to get a head start in analytics as well as for experts on the job who will benefit by using this text as a reference book The book is comprised of 12 chapters The first chapter focuses on business analytics along with its emergence and application and sets up a context for the whole book The next three chapters introduce R and provide a comprehensive discussion on descriptive analytics including numerical data summarization and visual analytics Chapters five through seven discuss set theory definitions and counting rules probability random variables and probability distributions with a number of business scenario examples These chapters lay down the foundation for predictive analytics and model building Chapter eight deals with statistical inference and discusses the most common testing procedures Chapters nine through twelve deal entirely with predictive analytics The chapter on regression is quite extensive dealing with model development and model complexity from a user s perspective A short chapter on tree based methods puts forth the main application areas succinctly The chapter on data mining is a good introduction to the most common machine learning algorithms The last chapter highlights the role of different time series models in analytics In all the chapters the authors showcase a number of examples and case studies and provide guidelines to users in the analytics field

*Multivariate Statistical Analysis* Narayan C. Giri,2003-11-14 Significantly revised and expanded *Multivariate Statistical Analysis* Second Edition addresses several added topics related to the properties and characterization of symmetric distributions elliptically symmetric multivariate distributions singular symmetric distributions estimation of covariance matrices tests of mean against one sided altern

*A Companion to Forensic Anthropology* Dennis Dirkmaat,2015-04-20 *A Companion to Forensic Anthropology* presents the most comprehensive assessment of the philosophy goals and practice of forensic anthropology currently available with chapters by renowned international scholars and experts Highlights the latest advances in forensic anthropology research as well as the most effective practices and techniques used by professional forensic anthropologists in the field Illustrates the development of skeletal biological profiles and offers important new evidence on statistical validation of these analytical methods Evaluates the goals and methods of forensic archaeology including the preservation of context at surface scattered remains buried bodies and fatal fire scenes and recovery and identification issues related to large scale mass disaster scenes and mass grave excavation

Concept Research in Food Product Design and Development Howard R. Moskowitz, Sebastiano Porretta, Matthias Silcher,2008-02-28 Concepts are critical for the development and marketing of products and services They constitute the blueprint for these products and services albeit at the level of consumers rather than at the technical level A good product concept can help make the product a success by guiding developers and advertising in the right direction Yet there is a dearth of both practical and scientific information about how to create and evaluate concepts There has been little or no focus on establishing knowledge bases for concepts Concept development is too often relegated to the so called fuzzy front end

Concept Research in Food Product Design and Development remedies this inattention to product concepts by providing a unique treatment of concepts for the business professional as well as for research scientists. The book begins with simple principles of concepts, moves forward to methods for testing concepts, and then on to more substantive areas such as establishing validity, testing internationally, and with children, creating databases, and selling in new methods for concept testing. The book combines a how-to business book with a detailed treatment of the different facets of concept research. As such, the book represents a unique contribution to business applications in food and consumer research methods. The book is positioned specifically for foods to maintain a focus on a coherent set of topics. *Concept Research in Food Product Design and Development* appeals to a wide variety of audiences: R D marketing, sensory analysts, and universities alike. Corporate R D professionals will learn how to create strong concepts. Marketers will recognize how concepts are at the heart of their business. Sensory analysts will find the book a natural extension of their interest in product features. University students will understand how concept research is a critical part of the consumer connection. *Concept Research in Food Product Design and Development* is the definitive, innovative text in describing how to create, analyze, and capitalize upon new product concepts.

Decision Sciences Raghu Nandan Sengupta, Aparna Gupta, Joydeep Dutta, 2016-11-30. This handbook is an endeavour to cover many current, relevant, and essential topics related to decision sciences in a scientific manner. Using this handbook, graduate students, researchers, as well as practitioners from engineering, statistics, sociology, economics, etc. will find a new and refreshing paradigm shift as to how these topics can be put to use beneficially. Starting from the basics to advanced concepts, authors hope to make the readers well aware of the different theoretical and practical ideas which are the focus of study in decision sciences nowadays. It includes an excellent bibliography, reference journal list, information about a variety of datasets, illustrated pseudo codes, and discussion of future trends in research. Covering topics ranging from optimization, networks, and games, multi-objective optimization, inventory theory, statistical methods, artificial neural networks, time series analysis, simulation, modeling, decision support system, data envelopment analysis, queueing theory, etc., this reference book is an attempt to make this area more meaningful for varied readers. Noteworthy features of this handbook are in-depth coverage of different topics, solved practical examples, unique datasets for a variety of examples in the areas of decision sciences, in-depth analysis of problems through colored charts, 3D diagrams, and discussions about software. *An Introduction to Multivariate Statistical Analysis* Theodore Wilbur Anderson, 1958. *Applied Numerical Analysis Using MATLAB* Laurene V. Fausett, 1999. Each chapter uses introductory problems from specific applications. These are easy to understand, problems clarify for the reader the need for a particular mathematical technique. Numerical techniques are explained with an emphasis on why they work. FEATURES: Discussion of the contexts and reasons for selection of each problem and solution method. Worked-out examples are very realistic and not contrived. MATLAB code provides an easy test bed for algorithmic ideas. **Water-resources Investigations Report**, 1985. *Classification of Stream Basins in*

*Southeastern Ohio According to Extent of Surface Coal Mining* Carolyn J. Oblinger,1985      **An Introduction to  
Multivariate Statistical Analysis** Theodore W. Anderson,2017      **A Bibliography of Multivariate Statistical Analysis**  
T. W. Anderson,S. Das Gupta,George P. H. Styan,1972      **Encyclia** ,1990      **Transactions of the Illinois State Academy  
of Science** Illinois State Academy of Science,1988      **The International Dimension in American Higher Education**  
Janet Davis Afonso,1990      **Secondary Ion Mass Spectrometry** A. Benninghoven,B. Hagenhoff,H. W. Werner,1997-05-21  
This volume contains the proceedings of the Tenth International Convergence on Secondary Ion Mass Spectrometry SIMS X It  
covers a diverse field of research ranging from environmental problems to depth profiling and semiconductors In doing so it  
provides an excellent overview of current research and technology by acknowledged experts in their specialised fields  
    **Violence and the Type T Personality** Brenda Lee Love,1994

Immerse yourself in the artistry of words with Experience Art with its expressive creation, **Multivariate Statistical Analysis A Conceptual Introduction** . This ebook, presented in a PDF format ( Download in PDF: \*), is a masterpiece that goes beyond conventional storytelling. Indulge your senses in prose, poetry, and knowledge. Download now to let the beauty of literature and artistry envelop your mind in a unique and expressive way.

<https://py.bijouxmedusa.com/book/browse/Documents/theory%20and%20practice%20of%20family%20therapy%20and%20counseling.pdf>

## **Table of Contents Multivariate Statistical Analysis A Conceptual Introduction**

1. Understanding the eBook Multivariate Statistical Analysis A Conceptual Introduction
  - The Rise of Digital Reading Multivariate Statistical Analysis A Conceptual Introduction
  - Advantages of eBooks Over Traditional Books
2. Identifying Multivariate Statistical Analysis A Conceptual Introduction
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Multivariate Statistical Analysis A Conceptual Introduction
  - User-Friendly Interface
4. Exploring eBook Recommendations from Multivariate Statistical Analysis A Conceptual Introduction
  - Personalized Recommendations
  - Multivariate Statistical Analysis A Conceptual Introduction User Reviews and Ratings
  - Multivariate Statistical Analysis A Conceptual Introduction and Bestseller Lists
5. Accessing Multivariate Statistical Analysis A Conceptual Introduction Free and Paid eBooks
  - Multivariate Statistical Analysis A Conceptual Introduction Public Domain eBooks
  - Multivariate Statistical Analysis A Conceptual Introduction eBook Subscription Services

- Multivariate Statistical Analysis A Conceptual Introduction Budget-Friendly Options
- 6. Navigating Multivariate Statistical Analysis A Conceptual Introduction eBook Formats
  - ePub, PDF, MOBI, and More
  - Multivariate Statistical Analysis A Conceptual Introduction Compatibility with Devices
  - Multivariate Statistical Analysis A Conceptual Introduction Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Multivariate Statistical Analysis A Conceptual Introduction
  - Highlighting and Note-Taking Multivariate Statistical Analysis A Conceptual Introduction
  - Interactive Elements Multivariate Statistical Analysis A Conceptual Introduction
- 8. Staying Engaged with Multivariate Statistical Analysis A Conceptual Introduction
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Multivariate Statistical Analysis A Conceptual Introduction
- 9. Balancing eBooks and Physical Books Multivariate Statistical Analysis A Conceptual Introduction
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Multivariate Statistical Analysis A Conceptual Introduction
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Multivariate Statistical Analysis A Conceptual Introduction
  - Setting Reading Goals Multivariate Statistical Analysis A Conceptual Introduction
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Multivariate Statistical Analysis A Conceptual Introduction
  - Fact-Checking eBook Content of Multivariate Statistical Analysis A Conceptual Introduction
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

## **Multivariate Statistical Analysis A Conceptual Introduction Introduction**

In the digital age, access to information has become easier than ever before. The ability to download Multivariate Statistical Analysis A Conceptual Introduction has revolutionized the way we consume written content. Whether you are a student looking for course material, an avid reader searching for your next favorite book, or a professional seeking research papers, the option to download Multivariate Statistical Analysis A Conceptual Introduction has opened up a world of possibilities. Downloading Multivariate Statistical Analysis A Conceptual Introduction provides numerous advantages over physical copies of books and documents. Firstly, it is incredibly convenient. Gone are the days of carrying around heavy textbooks or bulky folders filled with papers. With the click of a button, you can gain immediate access to valuable resources on any device. This convenience allows for efficient studying, researching, and reading on the go. Moreover, the cost-effective nature of downloading Multivariate Statistical Analysis A Conceptual Introduction has democratized knowledge. Traditional books and academic journals can be expensive, making it difficult for individuals with limited financial resources to access information. By offering free PDF downloads, publishers and authors are enabling a wider audience to benefit from their work. This inclusivity promotes equal opportunities for learning and personal growth. There are numerous websites and platforms where individuals can download Multivariate Statistical Analysis A Conceptual Introduction. These websites range from academic databases offering research papers and journals to online libraries with an expansive collection of books from various genres. Many authors and publishers also upload their work to specific websites, granting readers access to their content without any charge. These platforms not only provide access to existing literature but also serve as an excellent platform for undiscovered authors to share their work with the world. However, it is essential to be cautious while downloading Multivariate Statistical Analysis A Conceptual Introduction. Some websites may offer pirated or illegally obtained copies of copyrighted material. Engaging in such activities not only violates copyright laws but also undermines the efforts of authors, publishers, and researchers. To ensure ethical downloading, it is advisable to utilize reputable websites that prioritize the legal distribution of content. When downloading Multivariate Statistical Analysis A Conceptual Introduction, users should also consider the potential security risks associated with online platforms. Malicious actors may exploit vulnerabilities in unprotected websites to distribute malware or steal personal information. To protect themselves, individuals should ensure their devices have reliable antivirus software installed and validate the legitimacy of the websites they are downloading from. In conclusion, the ability to download Multivariate Statistical Analysis A Conceptual Introduction has transformed the way we access information. With the convenience, cost-effectiveness, and accessibility it offers, free PDF

downloads have become a popular choice for students, researchers, and book lovers worldwide. However, it is crucial to engage in ethical downloading practices and prioritize personal security when utilizing online platforms. By doing so, individuals can make the most of the vast array of free PDF resources available and embark on a journey of continuous learning and intellectual growth.

### **FAQs About Multivariate Statistical Analysis A Conceptual Introduction Books**

How do I know which eBook platform is the best for me? Finding the best eBook platform depends on your reading preferences and device compatibility. Research different platforms, read user reviews, and explore their features before making a choice. Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility. Can I read eBooks without an eReader? Absolutely! Most eBook platforms offer webbased readers or mobile apps that allow you to read eBooks on your computer, tablet, or smartphone. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks. What the advantage of interactive eBooks? Interactive eBooks incorporate multimedia elements, quizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience. Multivariate Statistical Analysis A Conceptual Introduction is one of the best book in our library for free trial. We provide copy of Multivariate Statistical Analysis A Conceptual Introduction in digital format, so the resources that you find are reliable. There are also many Ebooks of related with Multivariate Statistical Analysis A Conceptual Introduction. Where to download Multivariate Statistical Analysis A Conceptual Introduction online for free? Are you looking for Multivariate Statistical Analysis A Conceptual Introduction PDF? This is definitely going to save you time and cash in something you should think about. If you trying to find then search around for online. Without a doubt there are numerous these available and many of them have the freedom. However without doubt you receive whatever you purchase. An alternate way to get ideas is always to check another Multivariate Statistical Analysis A Conceptual Introduction. This method for see exactly what may be included and adopt these ideas to your book. This site will almost certainly help you save time and effort, money and stress. If you are looking for free books then you really should consider finding to assist you try this. Several of Multivariate Statistical Analysis A Conceptual Introduction are for sale to free while some are payable. If you arent sure if the books you would like to download works with for usage along with your computer, it is possible to download free trials. The free guides make it easy for someone to free access online library for download books to your device. You can get free download on free trial for lots of books categories. Our library is the biggest of these that have literally hundreds of thousands of different products categories

represented. You will also see that there are specific sites catered to different product types or categories, brands or niches related with Multivariate Statistical Analysis A Conceptual Introduction. So depending on what exactly you are searching, you will be able to choose e books to suit your own need. Need to access completely for Campbell Biology Seventh Edition book? Access Ebook without any digging. And by having access to our ebook online or by storing it on your computer, you have convenient answers with Multivariate Statistical Analysis A Conceptual Introduction To get started finding Multivariate Statistical Analysis A Conceptual Introduction, you are right to find our website which has a comprehensive collection of books online. Our library is the biggest of these that have literally hundreds of thousands of different products represented. You will also see that there are specific sites catered to different categories or niches related with Multivariate Statistical Analysis A Conceptual Introduction So depending on what exactly you are searching, you will be able to choose ebook to suit your own need. Thank you for reading Multivariate Statistical Analysis A Conceptual Introduction. Maybe you have knowledge that, people have search numerous times for their favorite readings like this Multivariate Statistical Analysis A Conceptual Introduction, but end up in harmful downloads. Rather than reading a good book with a cup of coffee in the afternoon, instead they juggled with some harmful bugs inside their laptop. Multivariate Statistical Analysis A Conceptual Introduction is available in our book collection an online access to it is set as public so you can download it instantly. Our digital library spans in multiple locations, allowing you to get the most less latency time to download any of our books like this one. Merely said, Multivariate Statistical Analysis A Conceptual Introduction is universally compatible with any devices to read.

### **Find Multivariate Statistical Analysis A Conceptual Introduction :**

**theory and practice of family therapy and counseling**

**theory of ground vehicles 4th edition by wong j y 2008 hardcover**

~~the netter collection of medical illustrations musculoskeletal system volume 6 part i upper limb 2e netter green book collection~~

~~thermodynamics problems and answers~~

~~the new encyclopedia of stage hypnotism~~

~~the nature of code~~

~~the tempest entire play~~

~~thermodynamics an engineering approach 5th edition solutions manual pdf~~

~~the new graphic design school~~

**the stanislaski sisters natasha and rachel stanislaskis 1 amp 3 nora roberts**

the three box solution a strategy for leading innovation

the new social story book by carol gray

*the symbolism of evil paul ricoeur*

**the relationship edge the relationship edge aicweb de**

the taxonomy of sovereign investment funds

### **Multivariate Statistical Analysis A Conceptual Introduction :**

Beyond Winning: Negotiating to Create Value in Deals and ... It offers a fresh look at negotiation, aimed at helping lawyers turn disputes into deals, and deals into better deals, through practical, tough-minded problem- ... Beyond Winning Negotiating to Create Value in Deals and ... Beyond Winning shows a way out of our current crisis of confidence in the legal system. ... This book also provides vital advice to those who hire lawyers. Beyond Winning Apr 15, 2004 — It offers a fresh look at negotiation, aimed at helping lawyers turn disputes into deals, and deals into better deals, through practical, tough- ... Negotiating to Create Value in Deals and Disputes It offers a fresh look at negotiation, aimed at helping lawyers turn disputes into deals, and deals into better deals, through practical, tough-minded problem- ... Beyond Winning: Negotiating to Create Value in Deals and ... In this step-by-step guide to conflict resolution, the authors describe the many obstacles that can derail a legal negotiation, both behind the bargaining table ... Beyond Winning: Negotiating to Create Value in Deals and ... In this step-by-step guide to conflict resolution, the authors describe the many obstacles that can derail a legal negotiation, both behind the bargaining table ... Beyond Winning: Negotiating to Create Value in Deals and ... Apr 15, 2004 — Beyond Winning: Negotiating to Create Value in Deals and Disputes by Mnookin, Robert H.; Peppet, Scott R.; Tulumello, Andrew S. - ISBN 10: ... Beyond Winning: Negotiating to Create Value in Deals and ... Apr 15, 2004 — Beyond Winning charts a way out of our current crisis of confidence in the legal system. It offers a fresh look at negotiation, aimed at helping ... Beyond Winning: Negotiating to Create Value in Deals and ... Beyond Winning: Negotiating to Create Value in Deals and Disputes -- Robert H. Mnookin ; Paperback. \$24.71 ; New. starting from \$25.68 ; Along with Difficult C... Summary of "Beyond Winning" The book's goal is to help lawyers and their clients work together and negotiate deals and disputes more effectively. ... Chapter One covers how to "create value ... Flat website design: great examples and important principles Flat website design: great examples and important principles 10+ Amazing Flat Design Websites [for Inspiration] Oct 18, 2023 — Flat web design is a web design style that uses simple shapes, colours and 2D elements to create graphics and website layouts. A flat design ... 14 Excellent Flat Design Website Examples [For Inspiration] Mar 10, 2022 — Flat design is a minimalist UI design genre that creates a 2D image without the usage of gradients or shadows. It loads fast and offers an ... Ultimate Guide to Flat Website Design Oct 16, 2022 — In this guide I want to present the ultimate collection of articles, tutorials, free graphics, and website

layouts based on flat design. Flat Design websites - 229+ Best Flat Web Design Ideas ... Looking for flat design web design? We've collected the best examples of flat websites, web design concepts and ideas from the 99designs global design ... Best Flat Web Design Examples, Templates, and Principles May 24, 2017 — Here is a list of flat design website templates for your quick reference: Templatemonster: There are 5000+ templates available here. Awwwards: ... Top 15 Flat UI Websites Design Examples 14 creative design examples · 1. Airbnb · 2. Gogoro · 3. Dunked · 4. Vox · 5. Coulee Creative · 6. Bukwild · 7. Appico · 8. Animal logic. Best Flat Design Websites of 2023 | 33 Inspiring Examples Are you looking for the best flat website design of 2023? I compiled a list of the 33 best flat web designs for you. Answers To Basic Methods Of Structural Geology (2023) Oct 15, 2023 — Psyche | Falcon Heavy - Everyday Astronaut. Q&A: What does it mean to be a woman in the geosciences? - Stanford Earth. Basic Methods Of Structural Geology Solution Manual Our interactive player makes it easy to find solutions to Basic Methods of Structural Geology problems you're working on - just go to the chapter for your book. STRUCTURAL GEOLOGY EXERCISE 25 PTS. NAME ... Dec 9, 2019 — NAME Complete the following exercises using your textbook and lecture notes as guides. Cross-Section and Map Views Consider the ... geokniga-basic-methods-structural-geology.pdf Basic Methods of Structural Geology is a textbook designed to serve two purposes. ... answers to the preceding questions, and Tables 10-2 and 10-3, explain why ... Basic Methods of Structural Geology by Marshak, Stephen ... solutions such as can be found in most modern math, engineering, chemistry textbooks. Bottom Line: This textbook makes learning structural geology a huge ... Chapter 12 Geological Structures Some of the types of geological structures that are important to study include bedding planes, planes of foliation, dykes and sills, fractures, faults, and ... Basic Methods of Structural... by STEPHEN MARSHAK ... Basic Methods of Structural Geology [Paperback] [Jan 01, 2017] Stephen Marshak Gautum Mitra, [STEPHEN MARSHAK GAUTUM MITRA,] on Amazon.com. Structural Geology Numericals and Maps: Class-04 - YouTube Problems and Solutions in Structural Geology and Tectonics Chapter 1 - Cross-Section Construction and Balancing: Examples From the Spanish Pyrenees · Chapter 2 - Techniques for the Field Measurement and Analysis of the ... Structural Geology - Lesson 1 - Part 3 of 4 - YouTube