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Those missing data points are a random subset of the data. There is nothing systematic going on that makes some data more likely to be missing than others. Missing at Random, MAR, means there is a systematic relationship between the propensity of missing values and the observed data, but not the missing data. Whether an observation is missing has nothing to do with the missing values, but it does have to do with the values of an individual’s observed variables. Missing Not at Random: There is a pattern in the missing data that affect your primary dependent variables. For example, lower-income participants are less likely to respond and thus affect your conclusions about income and likelihood to recommend. Missing not at random is your worst-case scenario. Proceed with caution. And here are seven things you can do about that missing data: Listwise Deletion: Delete all data from any participant with missing values. Missing Data Part 1: Overview, Traditional Methods. Richard Williams, University of Notre Dame, https://www3.nd.edu/~rwilliam/. Last revised January 17, 2015. Longitudinal Modeling with Randomly and Systematically Missing Data: A Simulation of Ad Hoc, Maximum Likelihood, and Multiple Imputation Techniques. Organizational Research Methods, Vol. 6 No. 3, July 2003 pp. 328-362. Patrick Royston’s series of articles in volumes 4 and 5 of The Stata Journal on multiple imputation. Missing Data & How to Deal: An overview of missing data. Melissa Humphries Population Research Center. Goals. } Discuss ways to evaluate and understand missing data } Discuss common missing data methods } Know the advantages and disadvantages of common. General Steps for Analysis with Missing Data. } 1. Identify patterns/reasons for missing and recode correctly. } 2. Understand distribution of missing data } 3. Decide on best method of analysis. Step One: Understand your data.