

■ FIGURE 3.5 Scatterplot Diagrams of Different Relationships and Their Corresponding r Value

If the two factors increase together, there is a positive relationship. If as one factor increases the other decreases, then there is a negative relationship.

Source: Landis, R. S. (2007). Measures of association/correlation coefficient. In S. G. Rogelberg (Ed.), *Encyclopedia of industrial and organizational psychology* (pp. 471–474, Figure 1). Thousand Oaks, CA: SAGE.

