

## Abstract

Investigated the practicability of multiplicative ipsative data (MID) in standard multiple linear regression using a computer stimulation approach. Five factors, Sample size, correlation among IVs, normative  $R^2$ , number of IVs and the pattern of regression of regression coefficients ( $\beta$ s) were systemically varied. Comparisons between MID and normative results suggest that MID result is interpretable and comparable to normative results and MID is generally suitable for multiple linear regression analysis. Effects of the factors on the quality of MID results were discussed. Practical advices for using MID in multiple linear regression analysis were also offered.