

A second test allows for a visual representation of where the theories cluster together in our conceptual groups. We created a plot, depicted in Figure 3, of a multiple correspondence analysis (MCA), using Stata, in order to see which of the individual theories were cited in common.⁶ MCA is an exploratory technique similar to a principal components factor analysis, but it allows for the analysis of multiple dichotomously coded variables. The plot shows which theories tend to co-occur; in other words, one theory appearing close to another in the figure indicates that the theories are often cited together. The plot in Figure 3 underscores the findings from Table 2. Together, the two dimensions explain the largest proportion of inertia, or variance in the 24 variables, which accounts for just under 40%. Reading Figure 3 from left to right, the theories making up the social context theory cluster together along the left-hand side of the *x*-axis; many of the theories making up the active audience theory cluster together in the upper-left quadrant above the social context