# REASONING **WITH STATISTICS**

**How to Read Quantitative Research** FOURTH EDITION 1992

# Frederick Williams Center for Research on Communication Technology and Society. University of Texas at Austin

Table 8.1 Example of a Single-Factor Analysis of Variance (Skeletal Data)

| Total SS (Sun             | n of Squ       | uares)                   | General Fo                              | rmula              |                 |               |            |        |              |
|---------------------------|----------------|--------------------------|---|--------------------|-----------------|---------------|------------|--------|--------------|
| Score deviation mean (54) | ons $(d_{e})$  | from grand               | F                                       | $r = \frac{MS}{N}$ | S betw<br>S wit | veen<br>hin   |            |        |              |
| Group I                   | d <sub>e</sub> | $d_x^2$                  | Summary 7                               | Table              |                 |               |            |        |              |
| 49<br>52                  | -5<br>-2       | $\frac{25}{4}$           | Source                                  | SS                 | d.f.            | MS            | F          |        |              |
| 52<br>52                  | -2             | 4                        | Between                                 | 130                | 2               | 65            | 16.25      |        |              |
| 53                        | <b>–</b> 1     | 1                        | Within                                  |                    | 12              | 4             | 10.23      |        |              |
| 49                        | -5             | 25                       | Total                                   | $\frac{48}{178}$   | 14              | 4             |            |        |              |
| Group II                  |                |                          | Within SS                               |                    |                 |               |            |        |              |
| 56                        | 2              | 4                        |   |                    |                 |               |            |        |              |
| 57                        | 3              | 9                        | Source devia                            |                    | $(d_w)$ fr      | om            |            |        |              |
| 57                        | 3              | 9                        | group me                                | ans:<br>I          |                 | П             | III        |        |              |
| 60                        | 6              | 36                       |   | _                  |                 | -2            | 1          |        |              |
| 60                        | 6              | 36                       |   |                    | 1               | -1            | <b>–</b> 1 |        |              |
| Group III                 |                |                          |   |                    | 1               | - l           | 3          |        |              |
| 54                        | 0              | 0                        |   |                    | 2               | 2             | -3         |        |              |
| 52                        | -2             | 4                        |   | _                  | 2               | 2             | 0          |        |              |
| 56                        | 2              | 4                        | Davistians                              | ~                  | 1/2/21          |               |            |        |              |
| 50                        | -4             | 16                       | Deviations s                            |                    | $\frac{1}{4}$   | :<br>-4       | 1          |        |              |
| 53                        | -1             | 1                        |   | •                  |                 | l             | 1          |        |              |
| Total SS =                |                | $178 = (\Sigma d_r^2)$   |   |                    | l               | 1             | 9          |        |              |
| Total 55 –                |                | 110 - (2a <sub>g</sub> ) |   |                    | 4               | 4             | 9          |        |              |
|                           |                |                          |   |                    | 4               | 4             | 0          |        |              |
|                           |                |                          | Sums                                    | 1                  | 4               | 14            | 20         |        |              |
|                           |                |                          | Within SS                               | = l·               | 1 +             | 14 +          | 20 =       | = 48 ( | $\sum d_w^2$ |
| Between SS                |                |                          |   |                    |                 |               |            |        |              |
|                           |                |                          |   |                    |                 |               | I          | II     | Ш            |
| Group mean                | s              |                          | • |                    | • •             | ( <b>M</b> )  | 51         | 58     | 53           |
| Group devia               | tion fr        | om grand mear            | ı                                       |                    | •••             | $(d_b)$       | -3         | 4      | -1           |
|                           |                |                          |   |                    |                 | $(d_b^2)$     | 9          | 16     | 1            |
| Group n tim               | es $d_{b}^{2}$ |                          |   |                    |                 | $(nd_h^2)$    | 45         | 80     | 5            |
|                           | E              | Between SS =             | 45 + 80 +                               | 5 = 1              | 130 (2          | $\sum nd_b^2$ |            |        |              |

Cartoon

No aggression 
$$(N)$$

Male  $(m)$ 

No  $M_{Nm} = 51$ 

Sex

Female  $(f)$ 
 $M_{Nm} = 45$ 
 $M_{Nf} = 45$ 
 $M_{Nf} = 48$ 

Cartoon

Aggression  $(A)$ 
 $M_{Am} = 59$ 
 $M_{m} = 55$ 
 $M_{M} = 47$ 

Grand M = 51

Table 9.3 Example of a Multiple-Factor Analysis of Variance (Skeletal Data)

| TOTAL SS (S           | UM OF SQUAR      | RES)          | cores about the gra | nd mean (51)   |                |
|-----------------------|------------------|---------------|---------------------|----------------|----------------|
|                       |                  |               |                     |                | , ,            |
| Group Am              | $d_{\mathbf{g}}$ | $d_{z}^{2}$   | Group Nm            | $d_{\epsilon}$ | $d_{z}^{2}$    |
| 57                    | 6                | 36            | 49                  | <b>-2</b>      | 4              |
| 58                    | 7                | 49            | 52                  | 1              | 1              |
| 58                    | 7                | 49            | 52                  | 1              | 1              |
| 61                    | 10               | 100           | 53 .                | 2              | 4              |
| 61                    | 10               | 100           | 49                  | -2             | 4              |
|                       | Σ                | = 334         |                     |                | $\Sigma = 14$  |
| Group Af              |                  |               | Group Nf            |                |                |
| 47                    | - 4              | 16            | 43                  | -8             | 64             |
| 50                    | - 1              | 1             | 46                  | -5             | 25             |
| 50                    | -1               | 1             | 46                  | -5             | 25             |
| 51                    | 0                | 0             | 47                  | - 4            | 16             |
| 47                    | -4               | <u>16</u>     | 43                  | -8             | 64             |
|                       | 2                | $\Sigma = 34$ |                     |                | $\Sigma = 194$ |
| Total $SS = \sum d_s$ | $^{2} = 576$     |               |                     |                |                |

## CARTOON MAIN EFFECT SS

—where  $d_c$  equals deviation of scores about the grand mean.

|                            | Cart | .0011 |  |
|----------------------------|------|-------|--|
| ,                          | A    | N     |  |
| Mean                       | 54   | 48    |  |
| Deviation $(d_c)$          | +3   | -3    |  |
| $d_c^2$                    | 9    | 9     |  |
| $nd_c^2$                   | 90   | 90    |  |
| $SS = \Sigma nd_c^2 = 180$ |      |       |  |

# SEX MAIN EFFECT SS

—where  $d_t$  equals deviation of sex means from the grand mean.

|                        | 50  | ex  |
|------------------------|-----|-----|
|                        | m   | f   |
| Mean                   | 55  | 47  |
| Deviation $(d_s)$      | +4  | -4  |
| $d_{s}^{2}$            | 16  | 16  |
| $nd_s^2$               | 160 | 160 |
| $SS = \sum nd^2 = 320$ | 20  |     |

## ERROR (WITHIN) SS

|                           | -where d <sub>w</sub> equ | als deviation | of scores from group | p means. |                      |
|---------------------------|---------------------------|---------------|----------------------|----------|----------------------|
| Group Am                  | $d_w$                     | $d_w^2$       | Group Nm             | $d_w$    | $d_{\mathbf{u}}^{2}$ |
|                           | -2                        | 4             |                      | -2       | 4                    |
|                           | <b>– 1</b>                | 1             |                      | +1       | 1                    |
|                           | - 1                       | 1             |                      | +1       | 1                    |
|                           | + 2                       | 4             |                      | +2       | 4                    |
|                           | + 2                       | .4            |                      | -2       | 4                    |
| Group Af                  |                           |               | Group Nf             |          |                      |
|                           | <b>-</b> 2                | 4             |                      | - 2      | 4                    |
|                           | + 1                       | 1             |                      | +1       | 1                    |
|                           | +1                        | 1             |                      | +1       | 1                    |
|                           | + 2                       | 4             |                      | +2       | 4                    |
|                           | - 2                       | 4             |                      | -2       | 4                    |
| $SS = \sum d_{w}^{2} = 5$ | 6                         |               |                      |          | _                    |

## INTERACTION SS

—where  $d_i$  equals deviations from the grand mean of means with main effects removed.

|                                    |    | Gro | oup |    |
|------------------------------------|----|-----|-----|----|
|                                    | Am | Af  | Nm  | Nf |
| Original mean:                     | 59 | 49  | 51  | 45 |
| Cartoon effect removed:            | 56 | 46  | 54  | 48 |
| Sex effect removed:                | 52 | 50  | 50  | 52 |
| Deviation $(d_i)$ from grand mean: | +1 | -1  | -1  | +1 |
| $d_i^{e}$ :                        | 1  | 1   | 1   | 1  |
| $nd_i^2$ :                         | 5  | 5   | 5   | 5  |
| $SS = \sum nd_i^2 = 20$            |    |     |     |    |

SUMMARY TABLE

| Source               | SS  | d.f. | MS    | F*    |
|----------------------|-----|------|-------|-------|
| Cartoons             | 180 | 1    | 180.0 | 51.43 |
| Sex                  | 320 | 1    | 320.0 | 91.43 |
| Cartoon $\times$ sex | 20  | 1    | 20.0  | 5.71  |
| Error                | 56  | 16   | 3.5   |       |
| Total                | 576 | 19   |       |       |

<sup>\*</sup> MS of effect ÷ MS error.

Table 9.4 Consequences of Removing Main-effects Sources of Variation

Cartoon Effect Removed:

Cartoon means are now equal

Sex Effect Removed:

Table 9.5 Tabular Report of the Interaction Interpretation in the Sample Study

|     |   | Car             | toon                  |
|-----|---|-----------------|-----------------------|
|     | m | N<br>51₅        | .А<br>59 <sub>с</sub> |
| Sex | f | 45 <sub>a</sub> | $49_b$                |
|     |   |                 | _                     |

(Means with common subscripts are not significantly [p < .05] different from one another.)

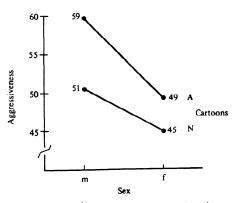


FIGURE 9.2 The interaction found in the sample study