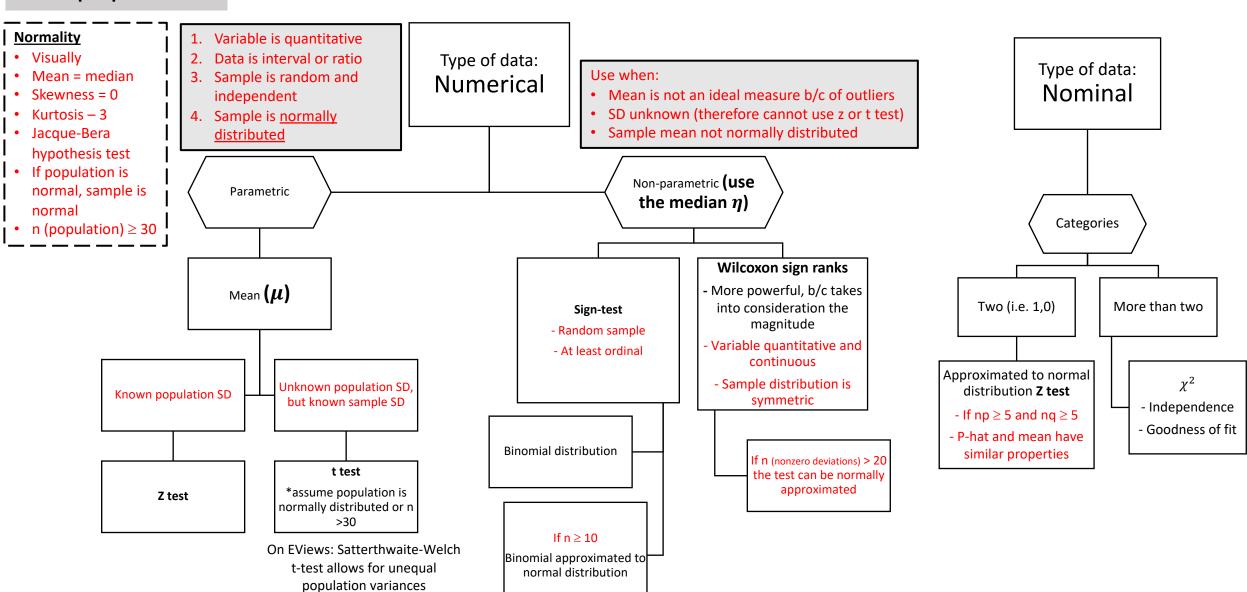
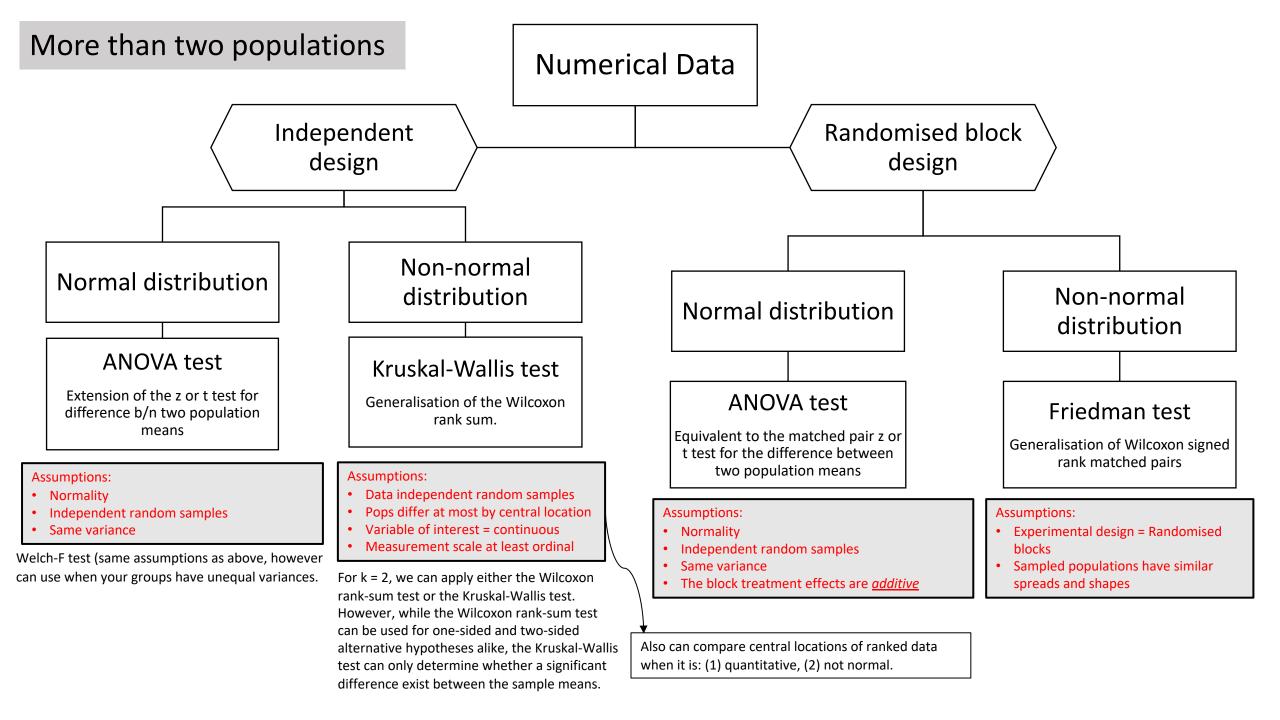
One population





Chi square tests

- Performed on qualitative data or on quantitative data
- Measured on a nominal or ordinal scale, if:
 - The observed frequencies have been generated by a multinomial experiment:
 - There are n repeated, independent trials
 - Each trial has the same k mutually exclusive but exhaustive outcomes
 - The probability of each outcome is constant

Chi square test (answers these types of research questions):

Goodness of fit

(One population) – how well does a certain distribution fit the data?

H₀: the sample data have been drawn from a population that follows some 'known' distribution.

Independence

(One population, two variables)

H₀: two variables are independent, so the distribution of one of them in no way depends on the distribution of the other. This relationship can be:

Homogeneity

(Multiple populations, one variable) – are several populations similar in terms of some characteristic?

H₀: populations are homogeneous in the sense that x follows the same distribution in these populations.

Statistics is concerned with *probabilistic relationships* and focuses on two questions:

- How strong is the relationship?
- What is the probable form of the relationship?

The simplest way to measure the strength of a linear relationship i.e. the strength of correlation, between two quantitative variables defined over the same population, is provided by the population covariance. It can be estimated by the sample covariance.

By standardising the covariance with SD we get \rightarrow

Pearson (sample) correlation coefficient

 $Y = F(X) + \varepsilon$

Probabilistic

Deterministic

Y = F(X)

Measures of association

Regression analysis Correlation analysis

How to specify and estimate the relationship

How to measure the strength of the relationship

Spearman rank correlation coefficient

- Ordinal scale
- Populations are not normally distributed

Pearson correlation coefficient

- Variables quantitative
- Interval or ratio scale
- Both populations normally distributed

 $|rxy| \ge 0.8$ strong linear relationship, $0.5 \le |rxy| < 0.8$ moderately strong $0.2 \le |rxy| < 0.5$ weak linear relationship. Correlation between two variables, does not necessarily imply a causal relationship.