

# Hypothesis Testing: The Framework

## Hypothesis Testing Process

### 1. State Hypotheses

$H_0$ : null hypothesis (status quo)  
 $H_1$ : alternative (what we want to prove)

### 2. Choose Significance

$\alpha = 0.05$  (5% false positive rate)

### 3. Collect Data

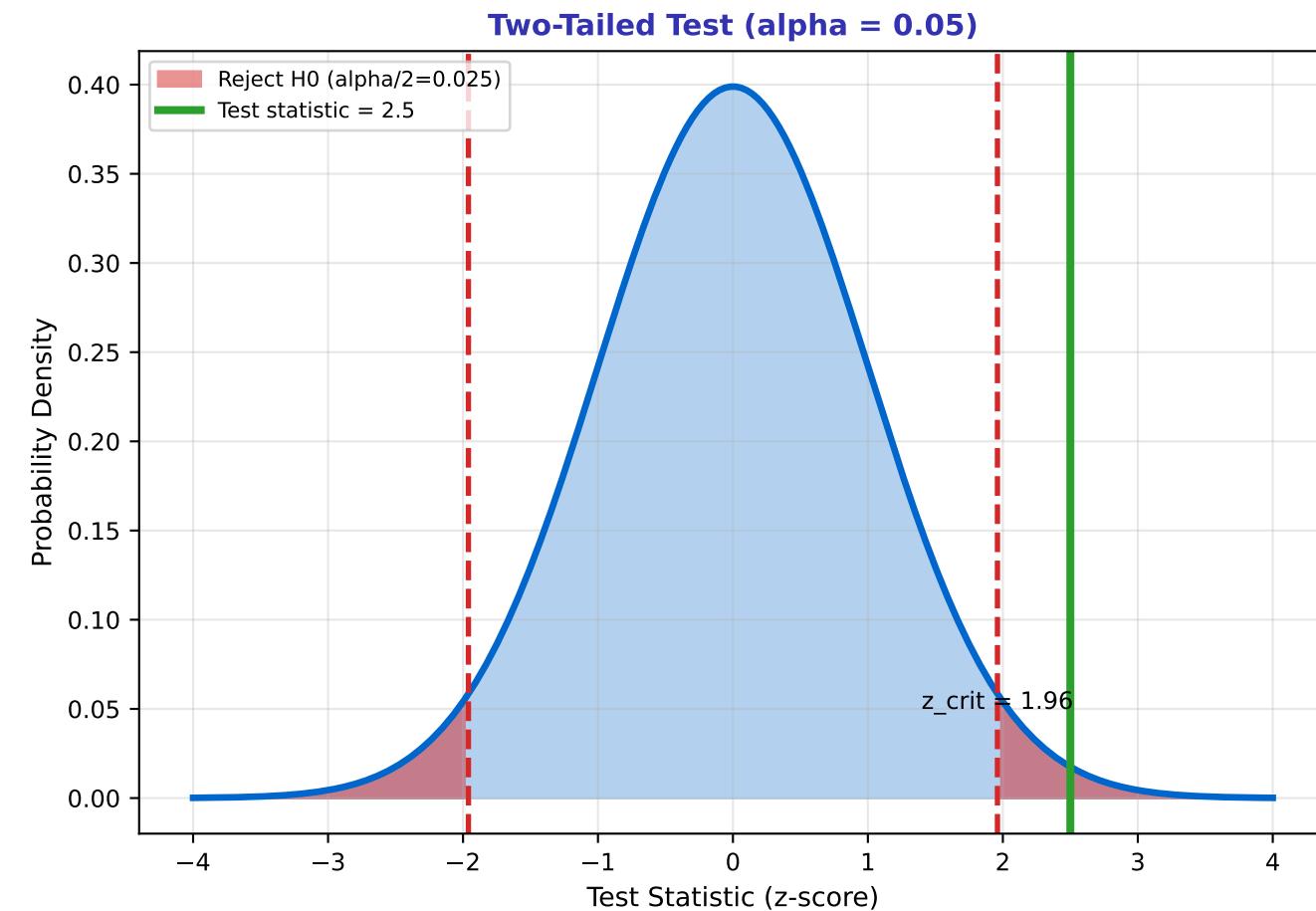
Sample from population

### 4. Calculate Test Statistic

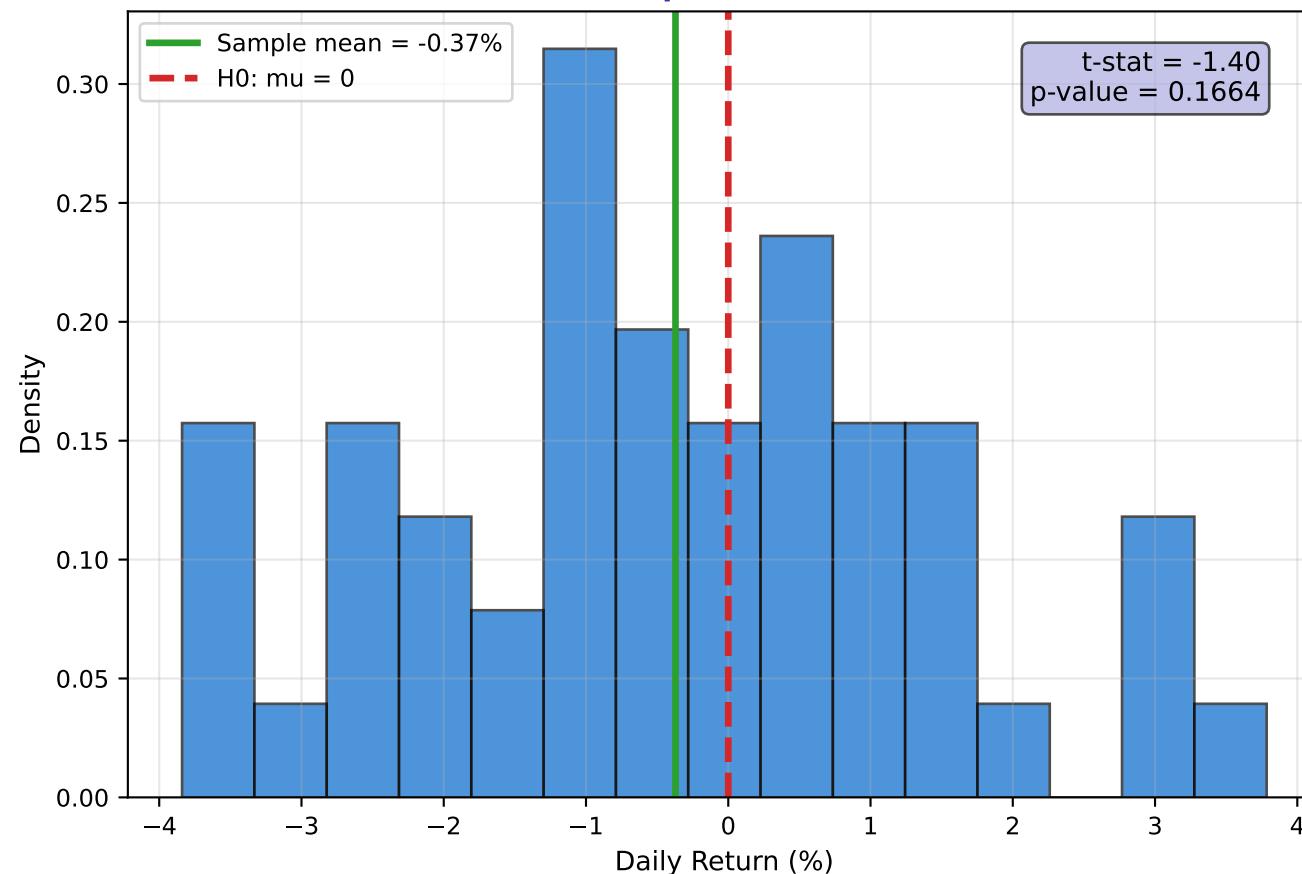
$z$ ,  $t$ , chi-squared,  $F$ , etc.

### 5. Make Decision

Reject  $H_0$  if  $p\text{-value} < \alpha$



## Finance Example: Are Returns > 0?



## Two-Tailed Test ( $\alpha = 0.05$ )

## Decision Rule

$p\text{-value} < \alpha$

REJECT  $H_0$   
Evidence supports  $H_1$

$p\text{-value} \geq \alpha$

FAIL TO REJECT  $H_0$   
Insufficient evidence

Common  $\alpha$  values: 0.05 (5%), 0.01 (1%), 0.10 (10%)

Note: "Fail to reject" is NOT the same as "accept  $H_0$ "