**Factorial ANOVA**

Three hypothesis can be tested in the one experiment

More errors due to the interaction of these factors.

* Main Effect : The effect of one IV average across the levels of the other IV
* Interaction effects : the effect of one IV depends on the other IV (the simple effects of one IV change across the levels of the other IV).
* Simple effect: the effect of one IV at a particular level at a particular level of the other IV.

**General Linear Model (GLM)**

F Ratios

Degrees of Freedom