



False Discovery & Replicability

When we make claims as researchers, we are often subject to error and so replication is important:

		Reality	
		True	False
Decision	Accept Claim	Good Decision	Type-1 Error ("False Positive")
	Reject Claim	Type-2 Error ("False Negative")	Good Decision



False Discovery & Replicability

WE FOUND NO LINK BETWEEN GREY JELLY BEANS AND ACNE (P>0.05).



WE FOUND NO LINK BETWEEN TAN JELLY BEANS AND ACNE (P>0.05).



WE FOUND NO LINK BETWEEN CYAN JELLY BEANS AND AONE (P>0.05).



WE FOUND A
LINK BETWEEN
GREEN JELLY
BEANS AND ACNE
(P < 0.05).



WE FOUND NO LINK BETWEEN MAUVE JELLY BEANS AND ACNE (P > 0.05)



WE FOUND NO LINK BETWEEN BEIGE JELLY BEANS AND ACNE (P > 0.05).



WE FOUND NO LINK BETWEEN LILAC JELLY BEANS AND ACNE (P > 0.05),



WE FOUND NO LINK BETWEEN BLACK JELLY BEANS AND ACNE (P>0.05)



WE FOUND NO LINK BETWEEN PEACH JELLY BEANS AND ACNE (P>0.05).



WE FOUND NO LINK BETWEEN ORANGE JELLY BEANS AND ACNE (P > 0.05).





False Discovery & Replicability

An alternative to replication is to use a larger dataset and to assess multiple hypotheses with reasonable adjustment. For example:

- Benjamini Hochberg
 Used in multiple hypothesis testing on the same dataset
- Bonferroni
 Used for multiple group comparisons using the same dataset



Common Statistical Tests

Use in your Dissertations



Research Questions

- Researchers often want to know if there is a significant relationship between two variables
 - How strong is the relationship between login queue waiting time and player satisfaction?
 - Does an increase in in-game prompts correspond to an increased number of in-game micro transactions?
 - Is there a relationship between employees' levels of stress and talent retention?
 - Does age predict play-style?



Research Questions

- Or if there is a difference between one or more scores/conditions/groups
 - Is game-0 selling more copies than game-1 in the UK?
 - Does working in pairs improve programming performance?
 - Has allowing programmers to work from home decrease game development productivity?
 - Has the new character caused a significant disruption to game balance in terms of win/loss ratio?
 - Is there a difference in the way male and female players interact with costume-orientated micro transactions in an MMORPG?



Statistical tests: Why we need them?

- Does marital status affect play?
- 'In a scale from 1 to 8, how often do you play games?'
- Great! I found a difference!!

_life sat					
marital status	Mean	z	Std. Deviation		
single	5.58	26	2.318		
married/defacto	5.19	86	2.384		
divorced	5.38	8	2.200		
widowed	7.67	3	3.215		
Total	5.34	123	2.381		

- How confident are you? Is it an accident (due to chance)?
- We need to have a statistical test to make the inference!



Choosing the right test

- If you browse any introductory statistics text book you'll find a bewildering array of different statistical tests
- Each has:
 - a specific purpose (i.e. exploring relationships, comparing groups)
 - Assumptions and data requirements (categorical, ordinal or continuous data, normal distribution)
- Most of the well known tests are very easy to run in R
- However, it is critically important to be able to
 - Select the most appropriate test given your research question
 - Understand conceptually what the test is computing
 - Effectively interpret the output



Step 1: What is your question?

- Remember, when conducting research it is important to be clear about the questions you are trying to answer...ideally before you begin data collection
- The questions...
 - Does an increase in in-game prompts correspond to an increased number of in-game micro transactions?
 - Is there a relationship between employees' levels of stress and talent retention?
- ...require quite different statistical tests to questions like:
 - Is game-0 selling more copies than game-1 in the UK?
 - Has allowing programmers to work from home decrease game development productivity?



Step 2: Select your data

- Which variables will you be using?
- Which is the independent variable (IV)?
 - The variable that is believed to affect the dependent variable
 - What you control/manipulate
- Which is the dependent variable (DV)?
 - The observation that is believed to be affected by the IV
 - What you measure (aka outcome variable)
- Identify the IV and DV in the following questions:
 - Does gender affect product ratings?
 - Does revision time affect test scores?
 - Does the website background colour influence reading speed?
 - Which type of interface results in higher user satisfaction?



Step 2: Select your data

- What is the level of measurement for each variable?
 - Categorical or continuous?
 - Examples of categorical variables?
 - Examples of continuous variables?



Step 3: Describe your data

- Descriptive statistics should be used to define the characteristics of your data (last lecture)
- For categorical variables you need to know if numbers in each group/category are balanced
 - (e.g. Reliable comparison of gender effect not possible if 25 males and only 3 females)
- For continuous variables you need to know if the distribution is normally distributed (e.g. Not skewed)



Relationships vs. Difference

- Analysing relationships:
 - Correlation are continuous variables, X and Y, related?
 - Pearson's rho for normally-distributed ratio data
 - Spearman's rank correlation for non-normal or interval data
 - **Chi-square** is there an association between two categorical variables.
 - Useful for inferring differences between groups on discrete measures
 - Also used for 'goodness of fit' tests when comparing matricies
 - Regression does the 'level' of X predict the 'level' of Y?
 - OLS regression for continuous data with normally distributed residuals
 - Logistic regression used for discrete data, based on probability of belonging
 - Flexible, can re-code some nominal/ordinal data as binary values



Relationships vs. Difference

Analysing differences:

- T-tests differences between two groups (e.g. experienced, inexperienced) according to some continuous variable (e.g. score)
- Mann-Whitney U Test based on ranks, lower power but more robust and can compare two groups with non-normal data.
- Analysis of Variance (ANOVA) measure differences when there are more than two groups.
- **Kruskal-Wallis H Test** like Mann-Whitney U, but for multiple groups.
- Analysis of Co-variance (ANCOVA) measure differences when there are more than two groups and/or continuous predictors.
 - Essentially, combines ANOVA with regression.
- MANOVA/MANCOVA multivariate versions for more than one dependent variable.



Prepare for Analysis



Download and examine

https://www.dropbox.com/s/6x44olpr3
kwdkkh/obfuscated data.csv?dl=1



- To import data from a pre-prepared CSV file, use the following command. Note: Requires the Rcpp module. Run Rstudio in admin mode to install if not available.
- > library(readr)
- > dat <- read_csv("E:/Stats/obfuscated_data.csv")</pre>

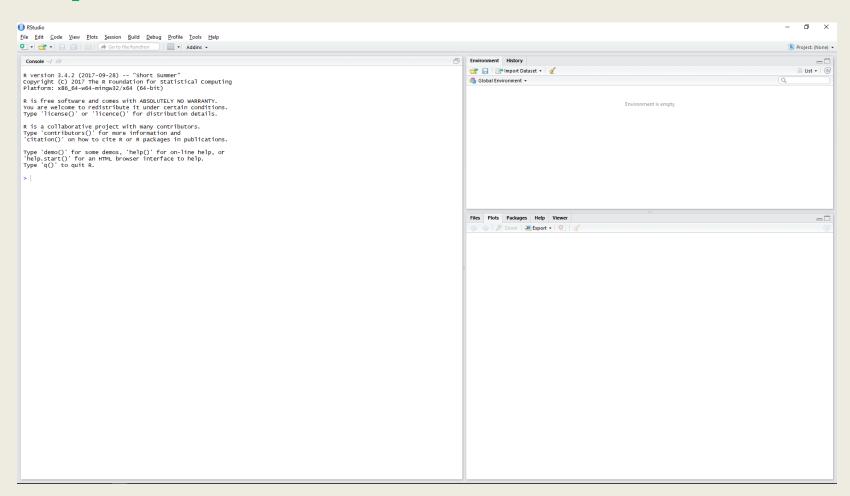
To view the data use:

> view(dat)

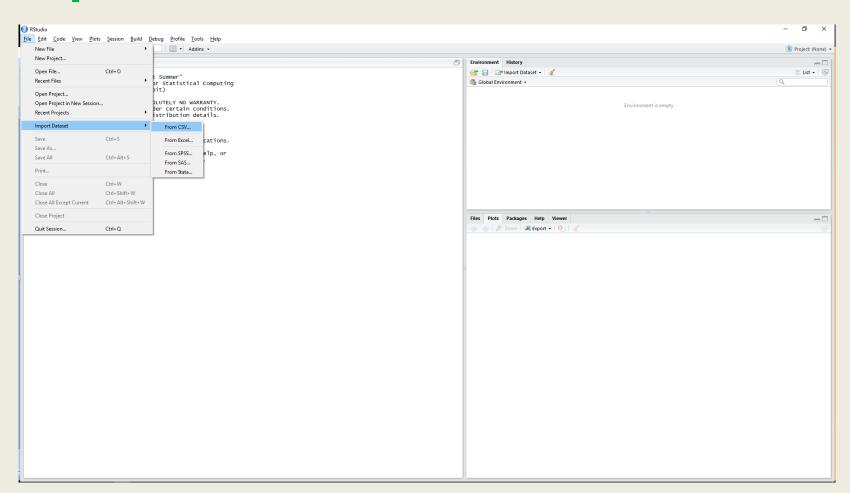
To see the descriptive statistics for all of the variables in the data use:

> summary(dat)

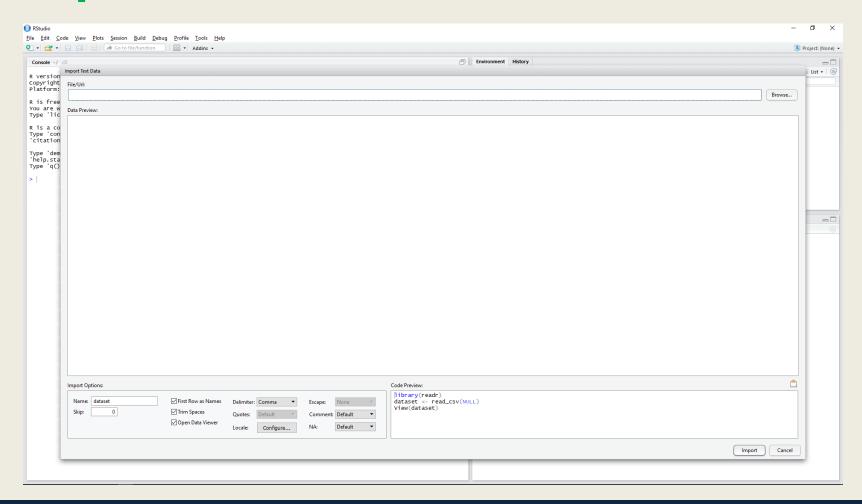




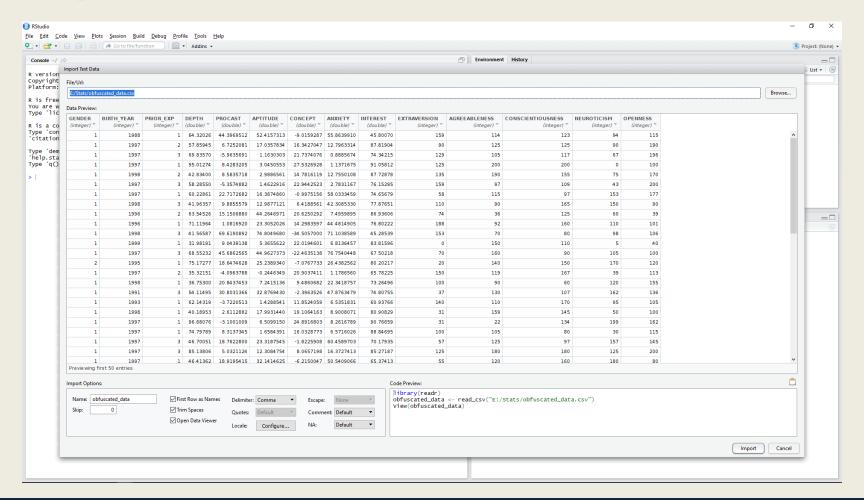




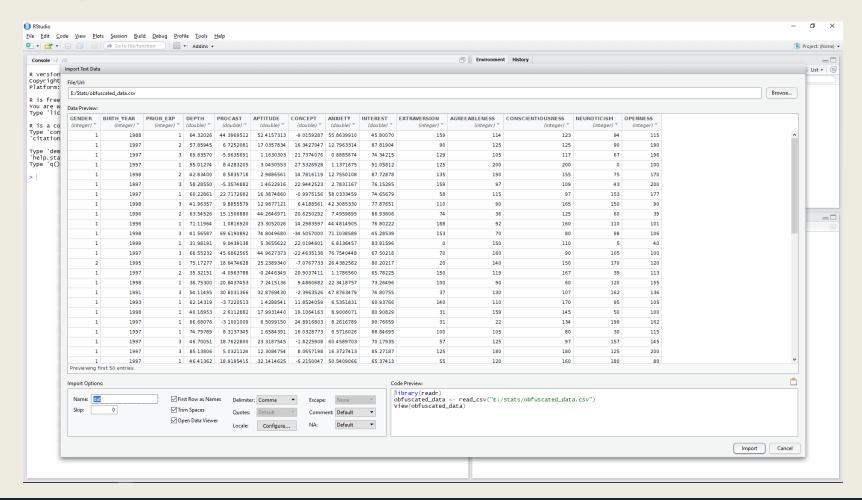




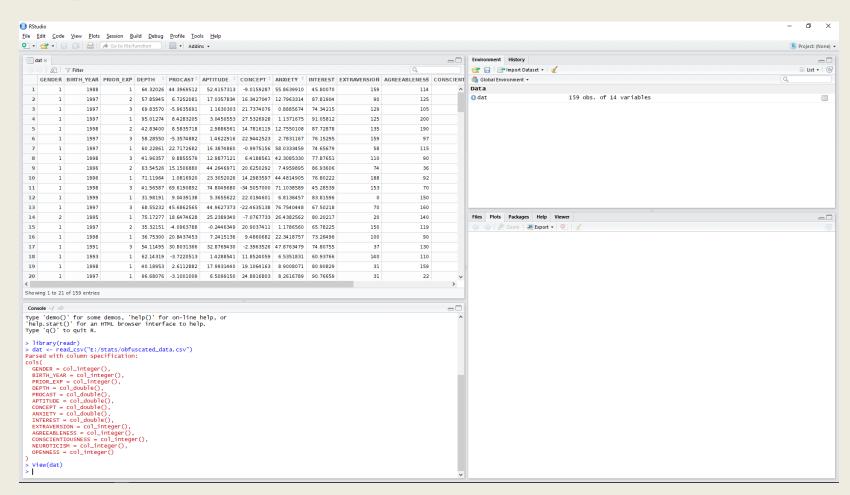




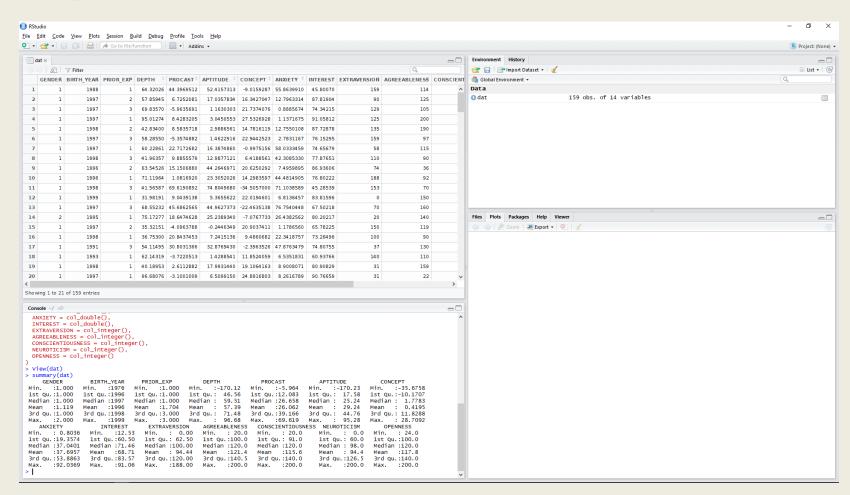














Data Analysis in R

Illustrating Your Findings



Data Analysis in R

To access a specific variable, use the \$ character. It works a bit like the dot operator:

> describe(dat\$PROCAST)

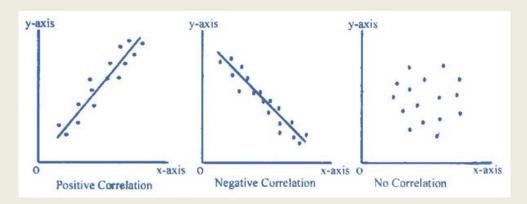
Note, some functions such as describe require external libraries to be installed and loaded:

- > install.packages("psych")
- > library(psych)



Correlation

- Extent to which two continuous variables co-vary (change together)
 - Ice-cream sales relate to temperature
 - Waiting time relates to customer satisfaction
- Correlations have
 - Direction
 - Positive (as the one increases the other variable increases as well)
 - **Negative** (as the one increases the other one decreases)
 - Magnitude how closely related?





Pearson's correlation

- Provides a numerical measure of the magnitude/direction of the correlation known as r
 - any value between -1 to +1
 - -1 (negative), 1 (positive), Close to 0 (no/low)
- Pearson r, is a parametric test so assumes both variables
 - Are continuous
 - Have an approximately normal distribution

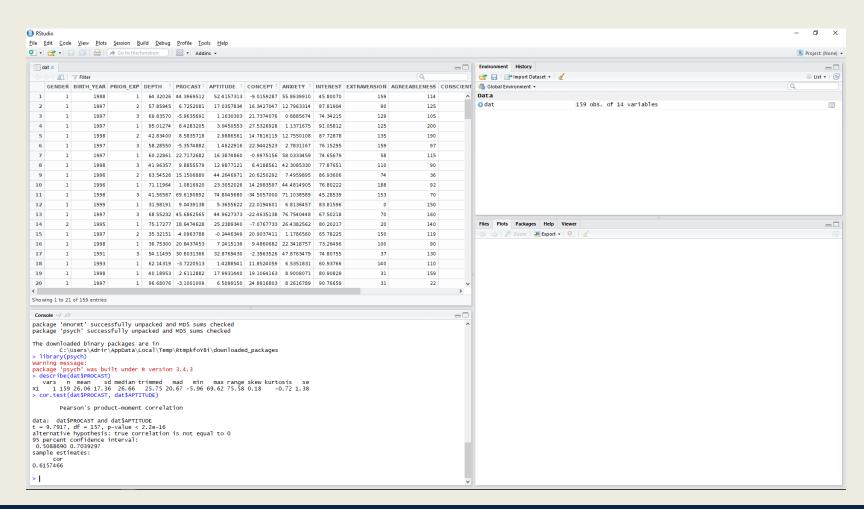


Correlation

```
To see a correlation:
> cor(x, y)
> cor.test(x, y, method)
Try:
> cor.test(dat$PROCAST, dat$APTITUDE, method="pearson")
What does "2.2e-16" mean?
What can we conclude from this data?
```



Correlation





Statistical Tests

- Enable us to assign a confidence value to an observed relationship or difference between groups or treatment conditions
- This is what statisticians call significance level (or sometimes alpha α)
- Significance is the probability (p) that observations as extreme or more extreme were made under the assumption that the null hypothesis is true
- A lower significance value implies a lower probability that the result is within expected variance assuming the null hypothesis is true



Statistical tests

- Significance depends on various factors:
 - Size of difference / degree of relationship
 - Degree of variability or dispersion within the sample(s)
 - Size of the sample
- Conventionally p = 0.05 is used as the threshold of significance
 - Means 1 in 20 chance that observed difference/relationship is not real
 - Lower values \rightarrow better (e.g. p = 0.01, p = 0.001)
 - Threshold should be lowered if you are computing many tests on the same data because chance of false positive increases



T-Test

To see a correlation:

> t.test(x~y)

Note: Data must be in long-format. The tilde indicates the grouping variable.

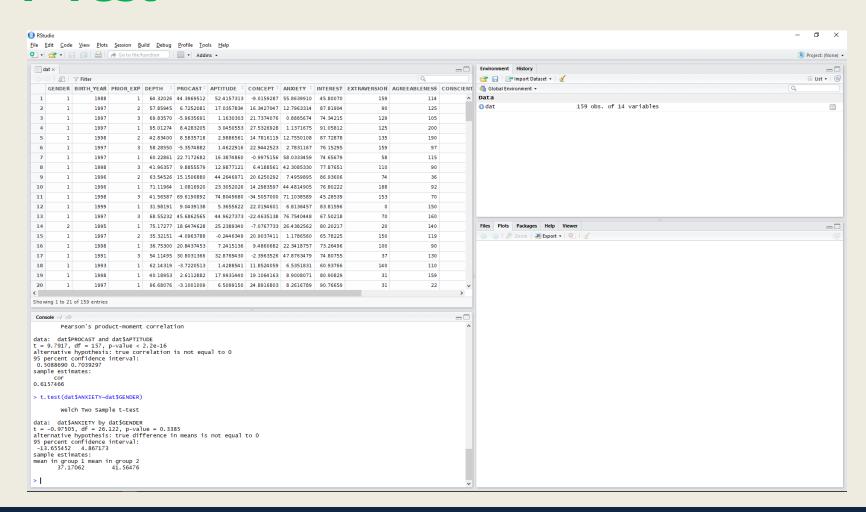
Try:

> t.test(dat\$ANXIETY~dat\$GENDER)

What can we conclude from this data?



T-Test





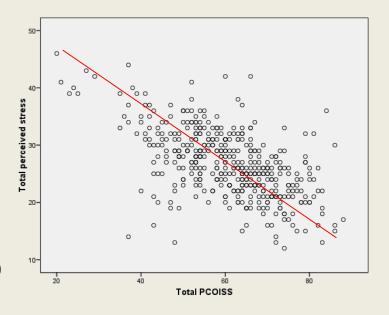
Linear regression

- Finds a linear model for the relationship between one or more independent variables and a dependent variable
- Between an IV x and a DV y, line of best fit has form

$$y = mx + c$$

- Linear regression finds the coefficients m and c
- Can be used to quantify the relationships of variables, and also for prediction (if correlation is strong)
- Multiple variable linear regression:

$$y = m_1 x_1 + m_2 x_2 + \dots + c$$





Linear Regression

To regress one independent variable (neuroticism) against one dependent variable (anxiety):

```
> rm <- lm(dat$ANXIETY ~ dat$NEUROTICISM)</pre>
```

<- is the assignment operator in R

A formula object

To view the analysis use:

> summary(rm)

What does these results suggest?

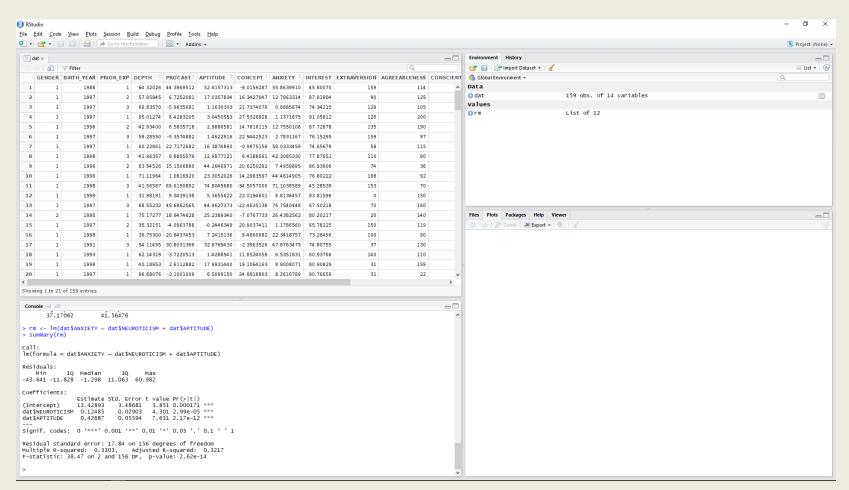


Multiple Regression

```
To regress two independent variables against one dependent variable:
> rm <- lm(dat$ANXIETY ~ dat$NEUROTICISM + dat$APTITUDE)</pre>
To view the analysis use:
> summary(rm)
What does these results suggest?
To investigate relative importance of predictors, use:
> library(relaimpo)
> calc.relimp(rm,type=c("pratt"), rela=TRUE)
What happens if you wrap this with the plot() function?
```

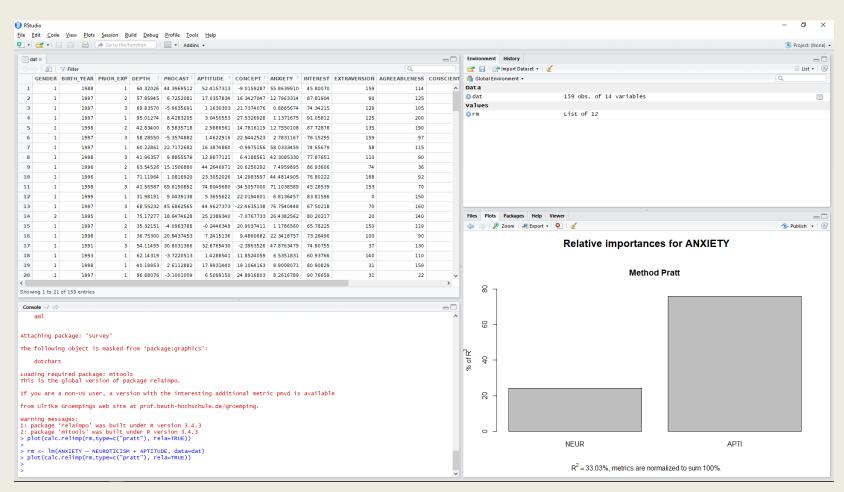


Multiple Regression





Multiple Regression





Other Analyses

- There is a whole host of analyses that can be conducted in Rstudio!
- Investigate for yourself those which will have relevance to your particular project.
- For resources, see:
 - www.rdocumentation.org
 - www.statmethods.net
 - http://tutorials.iq.harvard.edu/R/
 - https://support.rstudio.com/hc/en-us