

PSYC214: Statistics

Lecture 1 – Measurement, variance and inferential statistics

Michaelmas Term

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Lecture 1 – Measurement, variance and inferential statistics

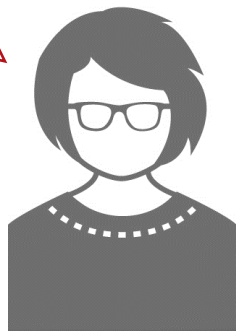
Agenda/Content

- Experimental science
- Variables
- Descriptive statistics
 - Levels of measurement
 - Measures of central tendency
 - Measures of variability
- Distributions
- Inferential statistics and hypotheses
- Within and between participant designs



Controlled experiment

A scientific investigation in which both the control group and experimental group(s) are kept under similar conditions apart from the factor under study, so that the effect of influence of that factor can be identified or determined.



Experimental science

Population versus sample

- **Population** is every individual you are interested in



Experimental science

Population versus sample

- Population is every individual you are interested in
- The **sample** is a subset of your population of interest. We examine samples because it is typically impossible to sample everyone in the population



Experimental science

Population versus sample

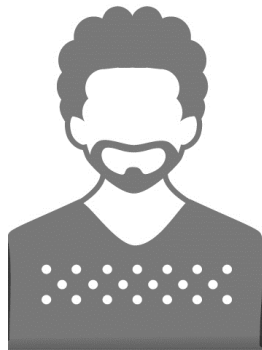
- You should always opt for random sampling, where you pick your sample randomly
- However, in reality, we often use opportunity sampling where we recruit who we have access to



Variables

Independent Variable

- The variable the experimenter manipulates or changes, which may be assumed to have a direct effect (i.e., influences change) on the dependent variable.



Dependent Variable

- The outcome of interest. It is the variable being tested and measured in an experiment. It is 'dependent' on the effect (i.e., influence) of the independent variable.



Independent variable



Type of Treatment



Treatment factor

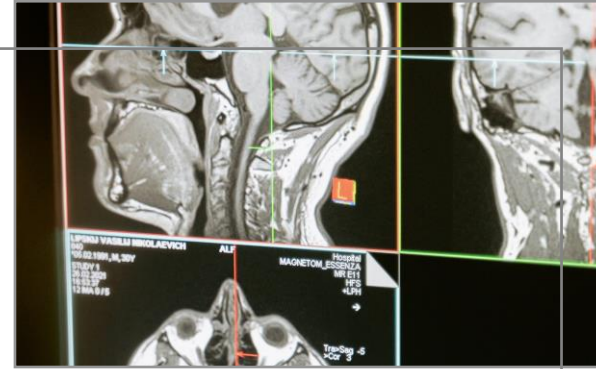


Experimental manipulation

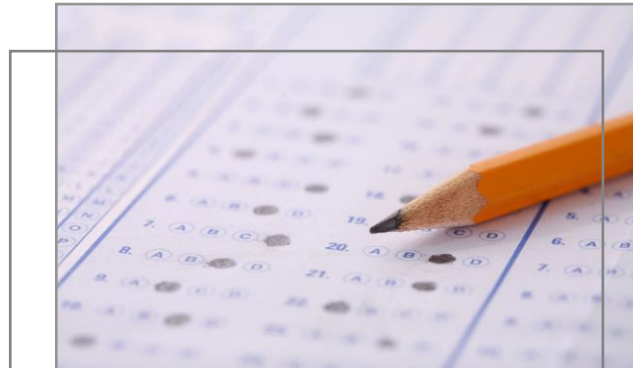
Dependent variable – i.e., outcome



Behavioural measure



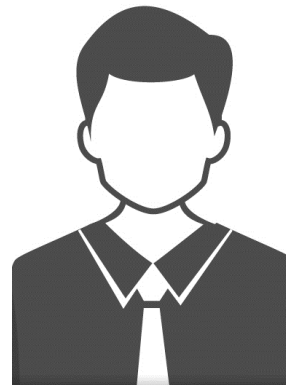
Physiological measure



Self-report measure

Statistics

- Use **descriptive statistics** to describe characteristics and tendencies of your sample
- Use **inferential statistics** to determine whether the performance and characteristics of your sample generalizes to the population



Descriptive statistics

1. Levels of measurement
2. Measures of central tendency
3. Measures of variability

Descriptive statistics

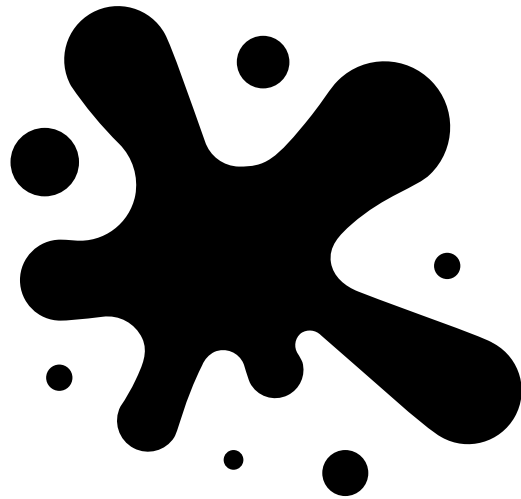
1. Levels of measurement
2. Measures of central tendency
3. Measures of variability

1. Levels of measurement

Nominal, Ordinal, Interval, Ratio

1. Levels of measurement











Nominal, Ordinal, Interval, Ratio












1. Levels of measurement - Types

	Nominal	Ordinal	Interval	Ratio
Categories, Names	●	●	●	●
Rank or order		●	●	●
Known and proportionate intervals			●	●
True zero				●










1. Levels of measurement - Examples

	Nominal	Ordinal	Interval	Ratio
Categories, Names	 			
Rank or order		  		
Known and proportionate intervals			 	
True zero				  







1. Levels of measurement - Examples

Nominal	Numbers assigned to an athlete	 3	 5	 8
Ordinal	Rank order of winners	  1st	  2nd	  3rd
Interval	Performance rating on a scale (0-10)	9.8	9.6	8.6
Ratio	Time to finish in seconds	21.07	21.14	21.79

1. Levels of measurement - Examples

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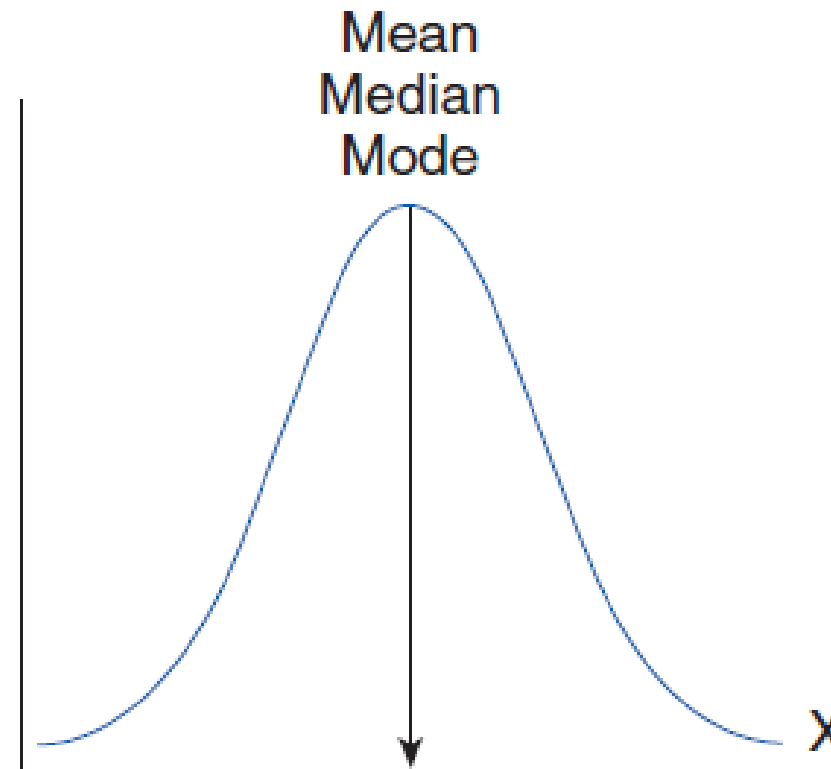
Descriptive statistics

1. Levels of measurement
2. Measures of central tendency
3. Measures of variability

2. Measures of central tendency

A single value that describes the way in which a group of data clusters around a central value, i.e., the centre of the data set

- There are three measures of central tendency
 - Mode
 - Median
 - Mean



2. Measures of central tendency

	Nominal	Ordinal	Interval	Ratio
Categories, Names	Mode, % frequencies	Mode, % frequencies	Mode, % frequencies	Mode, % frequencies
Rank or order		Median, percentile	Median, percentile	Median, percentile
Known and proportionate intervals			Mean, standard deviation	Mean, standard deviation
True zero				All above

2. Measures of central tendency - Mode

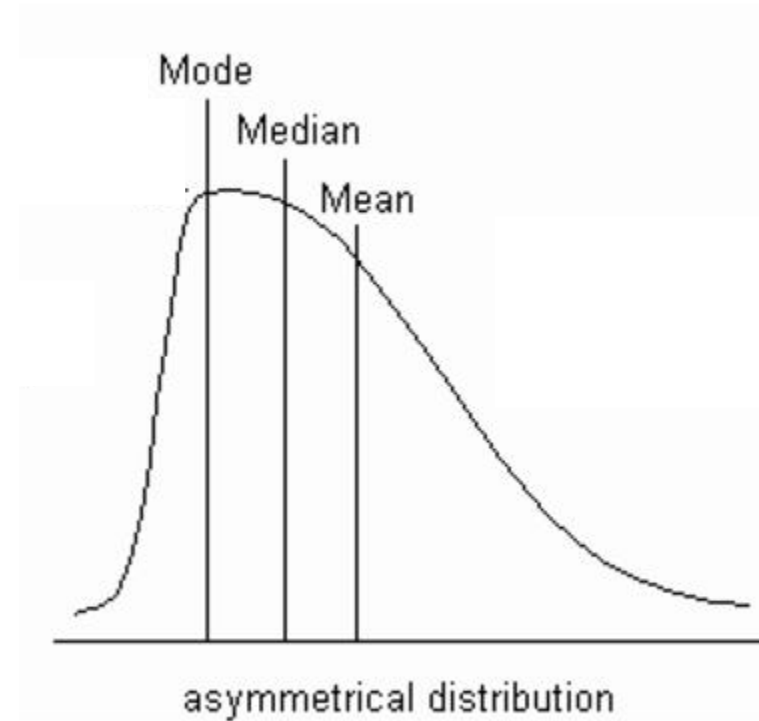
The most frequent score/data

- Level of measurement: Nominal, ordinal or interval/ratio
- Shape of distribution: Bimodal or multimodal

2. Measures of central tendency - Median

The middle number when data are ordered

- Level of measurement: Ordinal or interval/ratio
- Shape of distribution: Highly skewed



2. Measures of central tendency - Mean (\bar{X})

The average, i.e., the sum (Σ) of all scores (x) divided by the number of scores (N)



$$\bar{X} = \frac{\sum x}{N}$$



The little worry ball

2. Measures of central tendency - Mean (\bar{X})

The average, i.e., the sum (Σ) of all scores (x) divided by the number of scores (N)



Total set of scores

\bar{X}

$\sum x$

N

$$\bar{X} = \frac{5 + 7 + 7 + 6 + 2 + 3 + 4 + 5}{8}$$

Mean of a set of numbers

Number of scores

2. Measures of central tendency - Mean (\bar{X})

The average, i.e., the sum (Σ) of all scores (x) divided by the number of scores (N)



Total set of scores

$$\bar{X} = \frac{\sum x}{N}$$

$$\bar{X} = 4.875$$

Mean of a set of numbers

Number of scores

Descriptive statistics

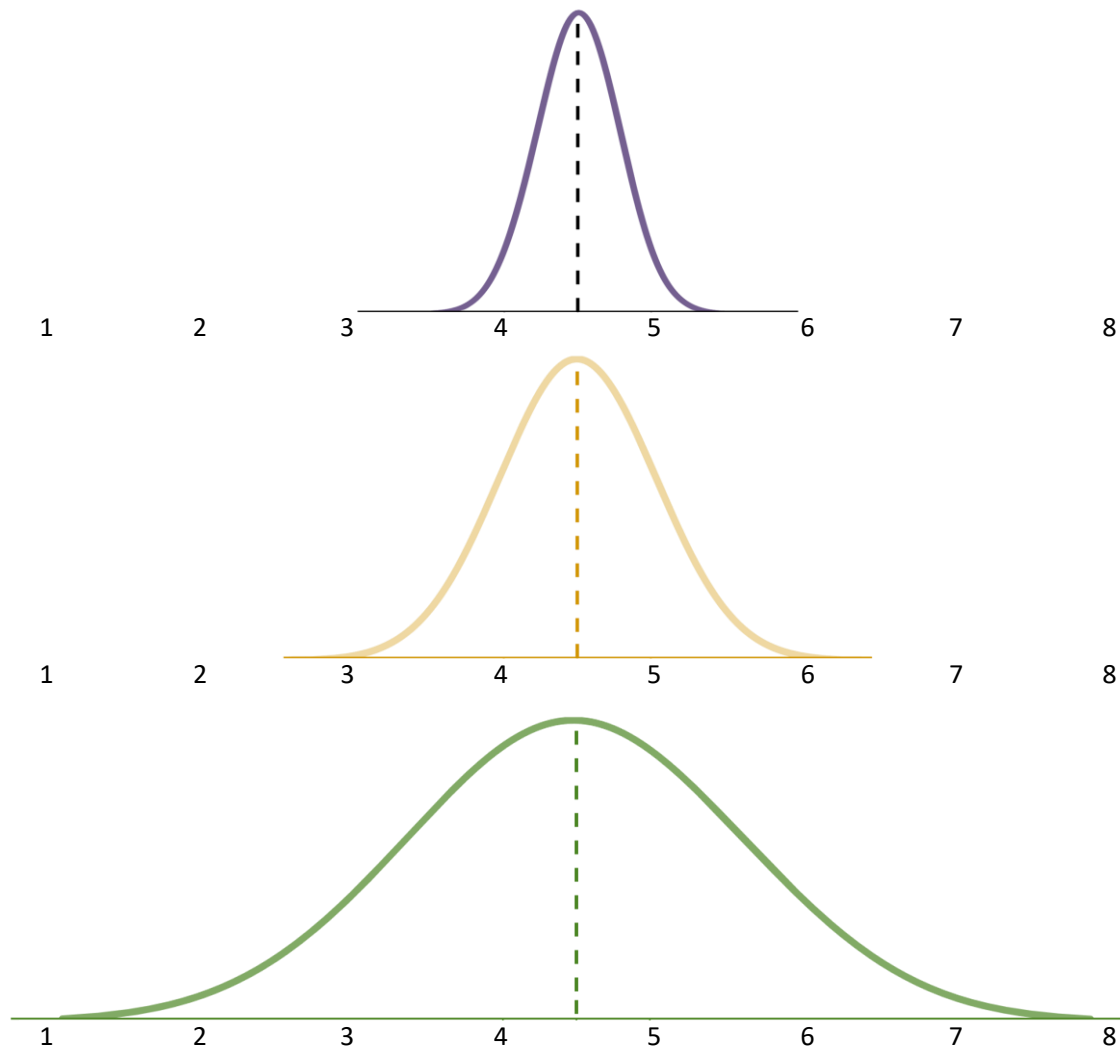
1. Levels of measurement
2. Measures of central tendency
3. Measures of variability

3. Measures of variability

The spread or dispersion of scores in relation to the midpoint of data.

- Range
- Sum of squares
- Variance
- Standard deviation

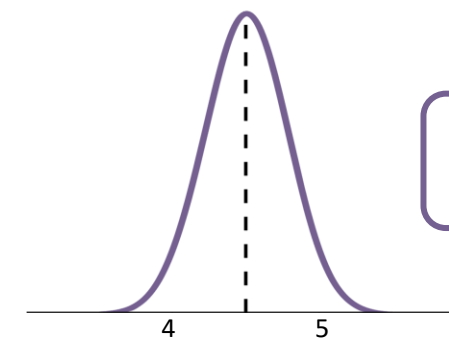
3. Measures of variability - why care?



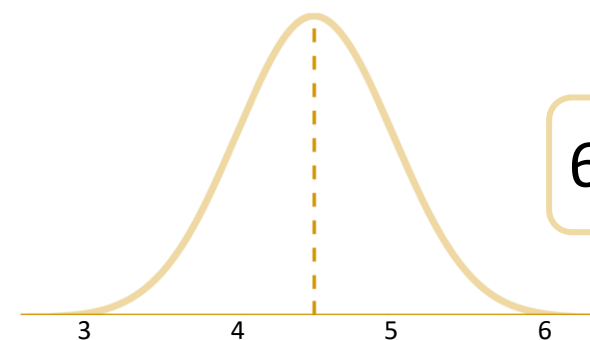
3. Measures of variability - range

The difference between the highest and lowest score

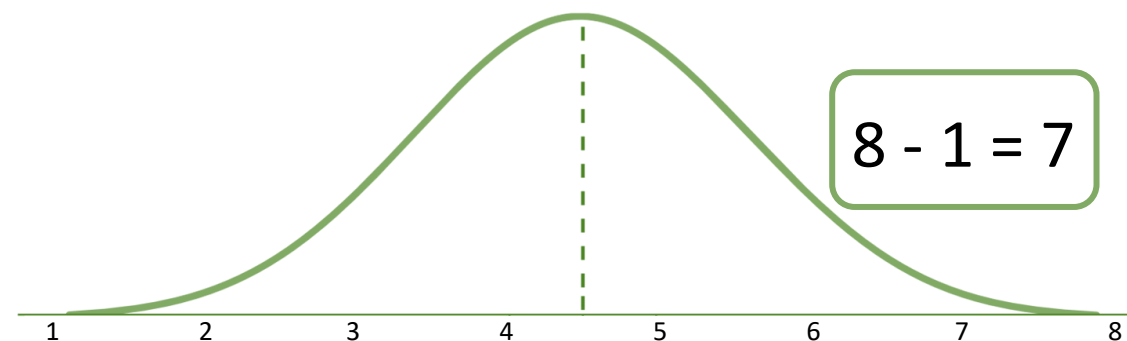
- Subtract the lowest value in the distribution by the highest value



$$5.5 - 3.5 = 2$$



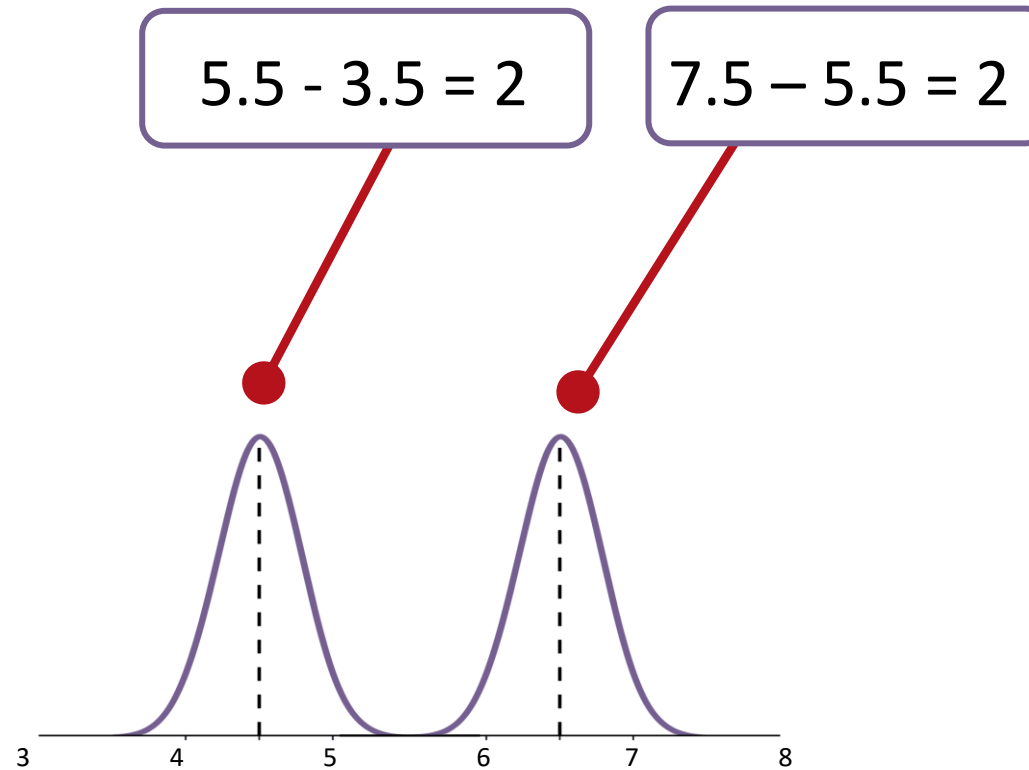
$$6 - 3 = 3$$



$$8 - 1 = 7$$

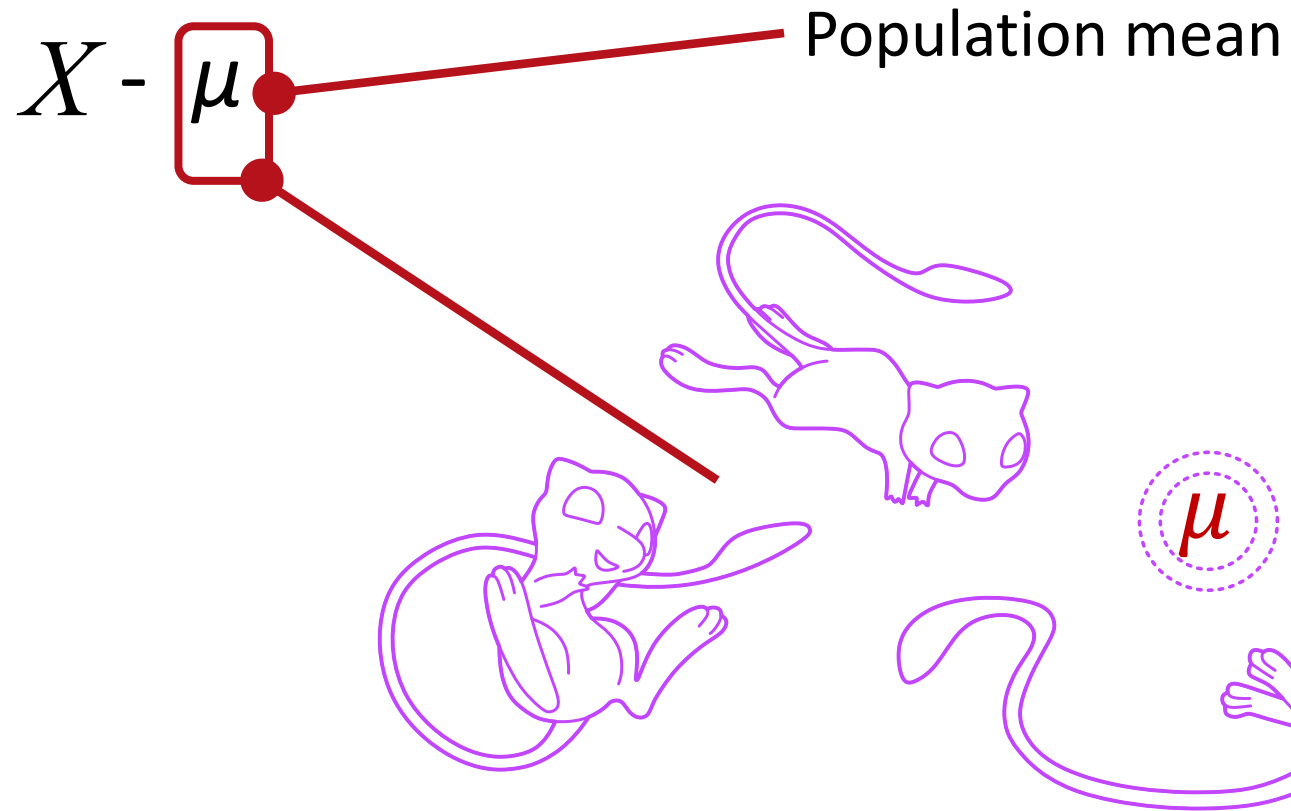
3. Measures of variability - range

When is it not useful?



3. Measures of variability - sum of squares

1. Calculate difference

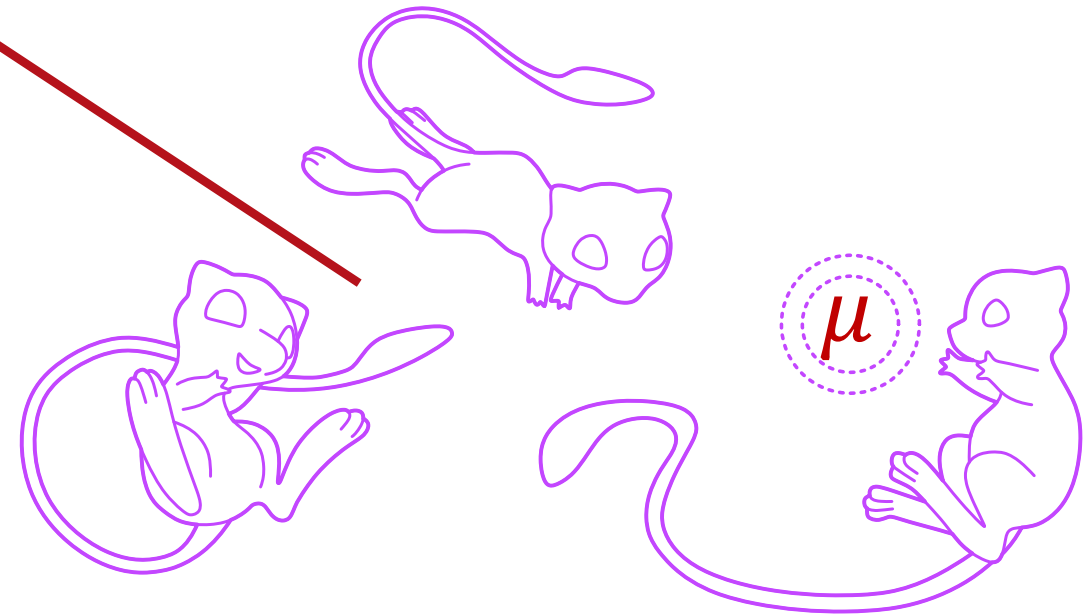
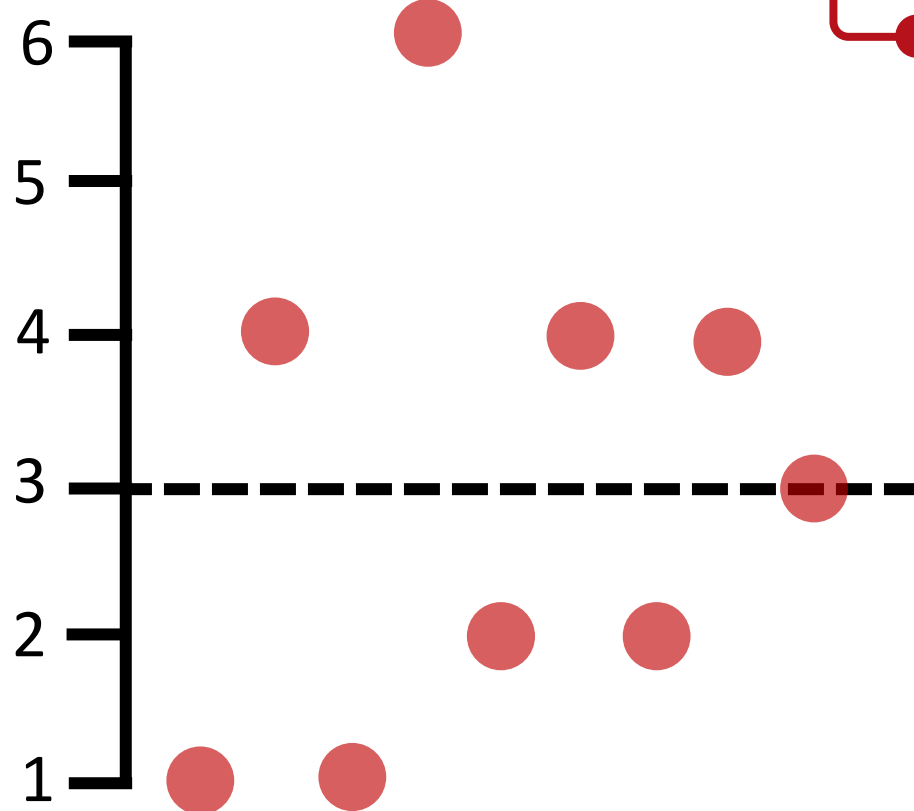


3. Measures of variability - sum of squares

1. Calculate difference

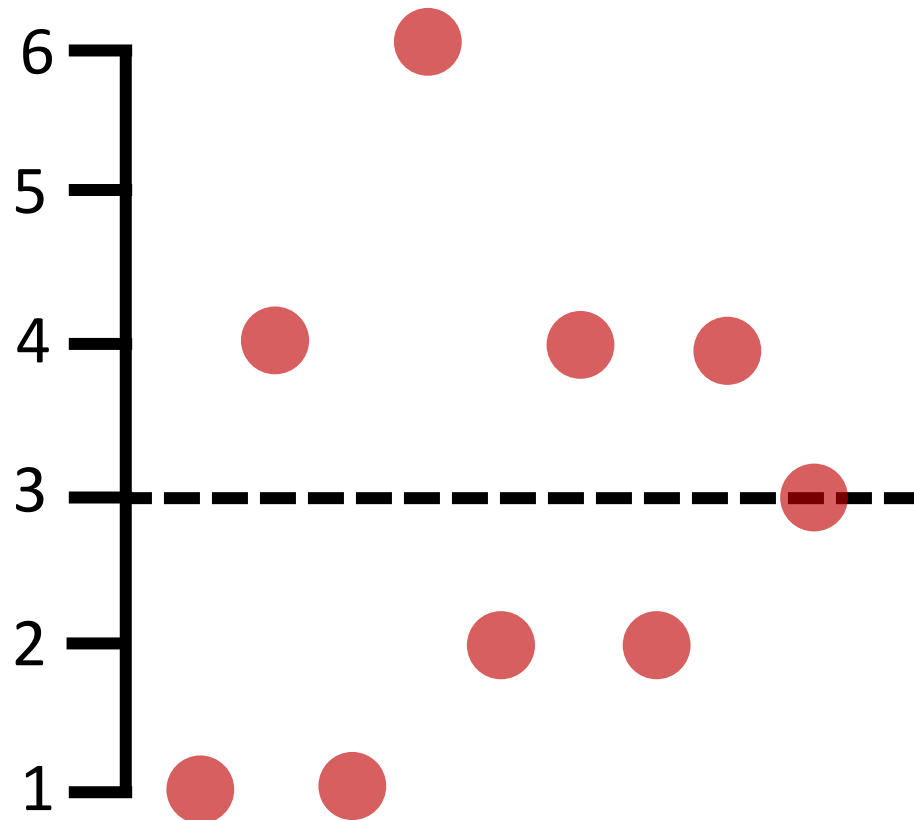
$$X - \mu$$

Population mean



3. Measures of variability - sum of squares

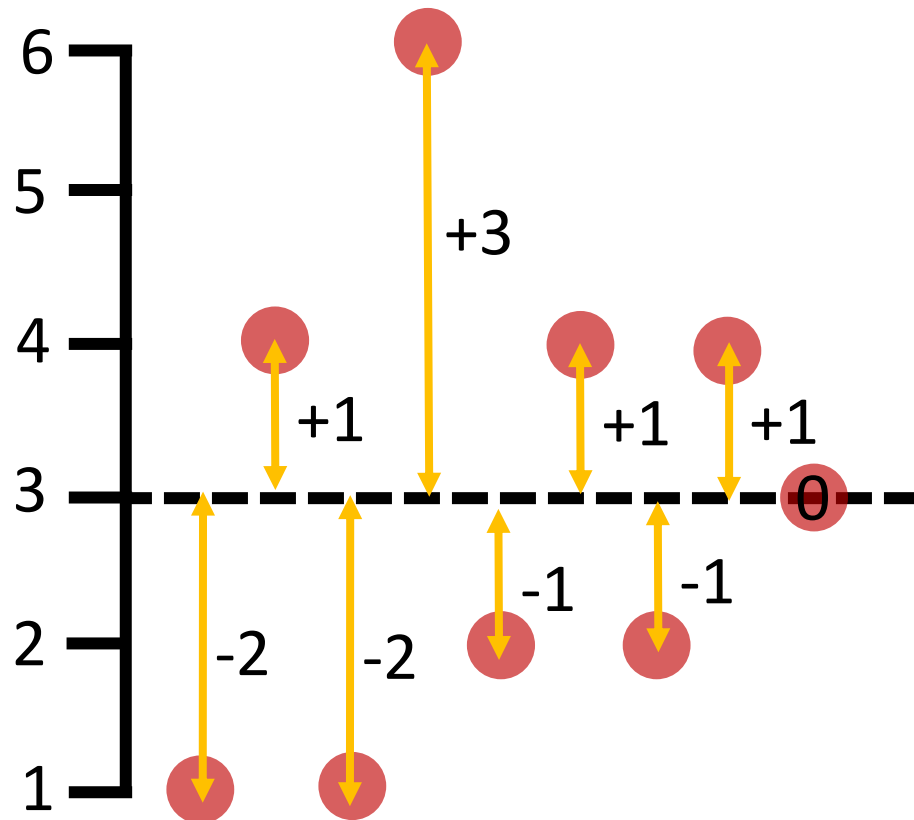
1. Calculate difference $X - \mu$



Data point	$x - \mu$
x_1	-2
x_2	1
x_3	-2
x_4	3
x_5	-1
x_6	1
x_7	-1
x_8	1
x_9	0
Total	0

3. Measures of variability - sum of squares

1. Calculate difference $X - \mu$



Data point	$\chi - \mu$
χ_1	-2
χ_2	1
χ_3	-2
χ_4	3
χ_5	-1
χ_6	1
χ_7	-1
χ_8	1
χ_9	0
Total	0

3. Measures of variability - sum of squares

1. Calculate difference $X - \mu$
2. Calculate the sum of squares

Sum of squares (SS) = $\sum (m - x_i)^2$

is the sum of all data

is the population mean

is each data point

Data point	$\chi - \mu$	$(\chi - \mu)^2$
χ_1	-2	4
χ_2	1	1
χ_3	-2	4
χ_4	3	9
χ_5	-1	1
χ_6	1	1
χ_7	-1	1
χ_8	1	1
χ_9	0	0
Total	0	22

3. Measures of variability - variance

- Variance: Average deviation around the mean of a distribution (average of sum of squares)

$$\text{Variance } (S^2) = \frac{\sum (m - x_i)^2}{n - 1}$$

Sum of squares

Degrees of freedom

Where m is the mean

x_i is each data point

n is the number of data points

3. Measures of variability – standard deviation

- Standard deviation (σ): Measure of the typical deviation from the mean. It is the squared root of the variance

$$\text{Standard Deviation } (S) = \sqrt{\frac{\sum (m - x_i)^2}{n - 1}}$$

The term $\frac{\sum (m - x_i)^2}{n - 1}$ is highlighted with a yellow box and labeled "Variance".

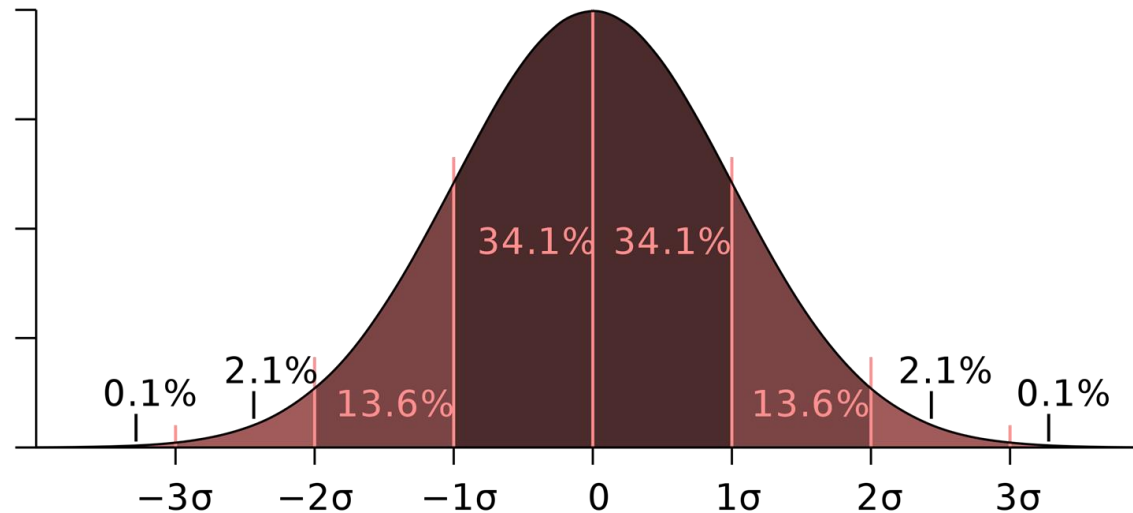
Where m is the mean

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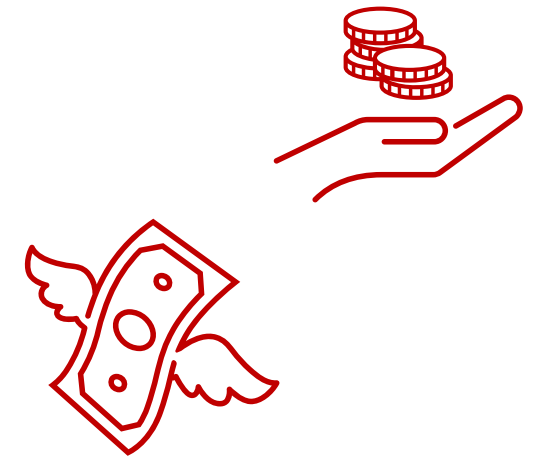
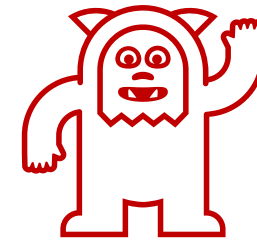
Inferential statistics

1. Allow you to draw conclusions based on extrapolations
2. Use data from the sample of participants in the experiment to compare the treatment groups and make generalizations about the larger population of participants
3. Provide a quantitative method to decide if the null hypothesis (H_0) should be rejected

Inferential statistics - comparing groups

Often, a researcher is interested in gathering information about different populations in order to compare them

- ❖ What is the effect of our treatment/manipulation on an outcome of interest?
- Compare anxiety levels in different age groups
- Compare charitable behaviour before and after Christmas
- Compare Pre and Post consumer behaviour of Covid-19



Inferential statistics - Hypotheses

H_0 the Null Hypothesis

- H_0 : there is no significant difference between the conditions/groups and the null hypothesis is accepted.
- Under H_0 , the samples come from the same population.

H_1 the Experimental Hypothesis

- H_1 : there is a significant difference between the conditions/groups and the null hypothesis is rejected.
- Under H_1 , the samples come from the different populations.

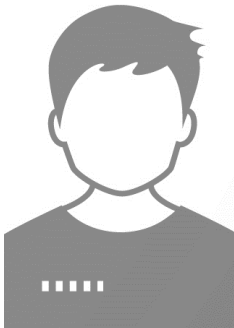
Inferential statistics - (Non)parametric tests

- Statistical tests can be separated into:
 - Parametric
 - Non-parametric

While **parametric tests** are the norm in psychology and are generally more powerful than **non-parametric tests**, they require that the scores be an interval or ratio measure and there needs to be homogeneity of variance

Example set 1

George observed a group of patients before, during and after the administration of a drug X to evaluate the effectiveness of the treatment.



Fozia measured participants' scores on a Psychological test of creativity in the morning, noon and afternoon in order to see whether there are any differences throughout the day.



Kenji measured the visual acuity of a single group of observers. He asked each subject to complete a vision test after they wore each of the five different brands of contact lenses under investigation.



In all cases

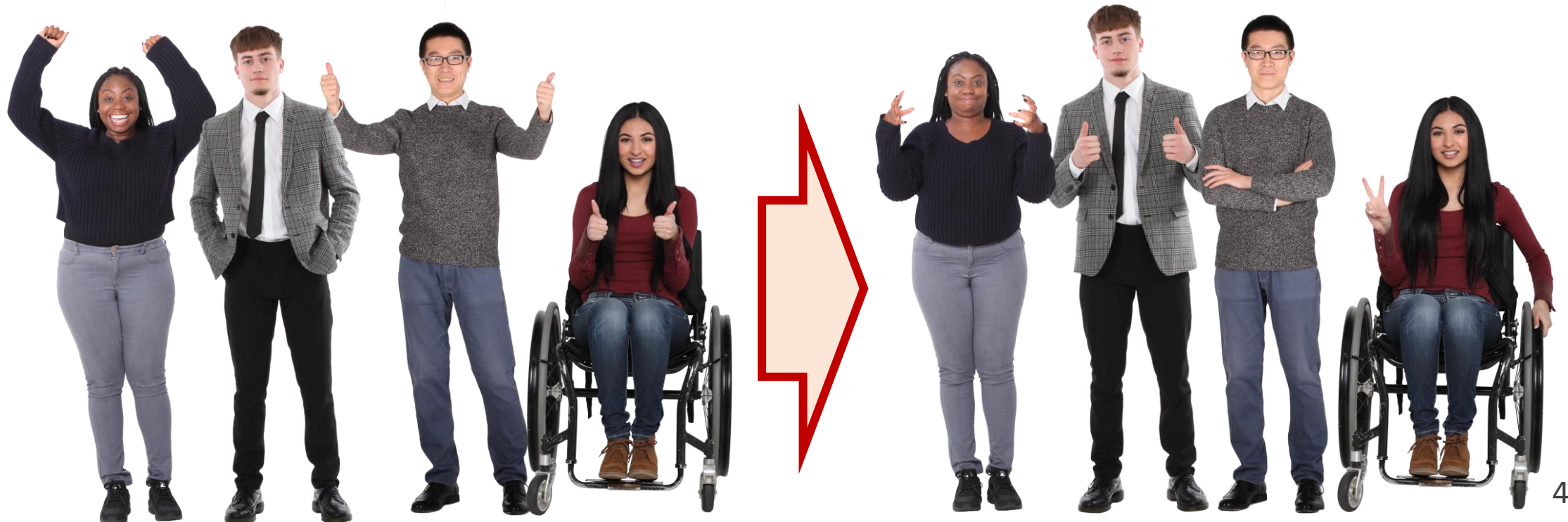
The same subject is being tested in different conditions

- Morning, noon and afternoon
- Before, during and after treatment
- Five different brands of contact lenses

As each observer provides scores on the different conditions, we say that the measures are **related** and **correlated**

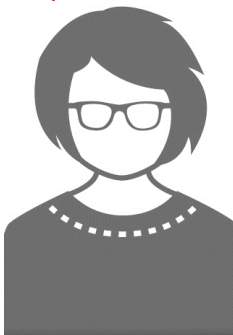
In all cases

In these three cases, the Independent Factor is said to be a **WITHIN-subject factor** as it is altered within each subject.



Example set 2

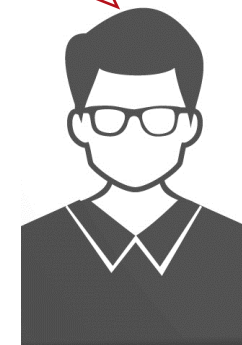
Lucy is interested in age differences in mental toughness. She recruits 20 young adults, 20 middle-aged adults and 20 older adults, and asks them to complete a Hardiness Test.



Manuel is studying whether statistics lectures are more effective in the morning or in the afternoon. He administers a pop quiz to the morning and afternoon classes and compares the performance.



Mo wants to examine differences in personality traits between students of different universities. He recruits students from Lancaster, York and Bath and asks them to complete a sociability questionnaire.



In all cases

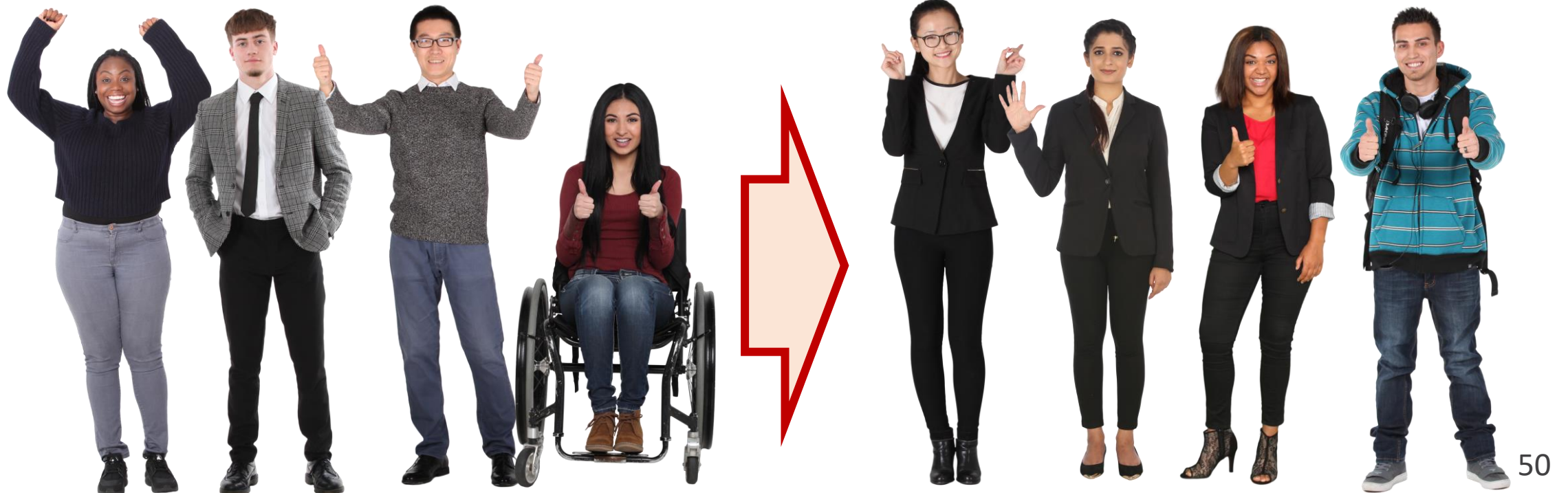
The different subjects are being tested in different conditions

- Young, Middle-Aged and Older Adults
- Morning class and Afternoon class
- Lancaster, York and Bath Universities

Because different observer provides scores on the different conditions, we say that the measures are **unrelated** and **uncorrelated**

In all cases

In this case, the Independent factor is said to be a **BETWEEN-subject factor** as it is altered between each subject.



Lecture 1 – Measurement, variance and inferential statistics

Review

- Experimental science
- Variables and levels of measurement
- Descriptive statistics
 - Levels of measurement
 - Measures of central tendency
 - Measures of variability
- Distributions
- Inferential statistics and hypotheses
- Within and between participant designs



Thank you for attention!

