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Reflect on the Question

Analyze the Data

Draw Conclusions

Primary Research Questions

1. Are each of the four musical genres equally represented on Austin City Limits?
2. Are some genres more likely to draw a large (100K+) Twitter following than others?

(10 points possible)

Write Your Conclusion

Answer the question and support your answer with statistics:

First we examined whether genres were represented equally at Austin City Limits. In our sample, there were 18 country, 13 jazz/blues, 68 rock/folk/indie, and 17 singer/songwriter acts. A Chi-square Goodness of Fit test showed that this difference was statistically significant. (Chi-square= 70.41 , df= 3 , p<0.05).

1 of 3 There is a higher representation of rock/folk/indie artists than other artists on the show. 02/27/2015 07:45 PM

Second, we asked whether some genres were likely to draw more Twitter (over 100K). A Chi-square Test of Independence revealed that there was no significant finding--a large Twitter following was independent of genre (Chi-square= 5.69 , df= 3 , p-value=0.1276). However, the assumption of an expected count minimum for each cell was found to be violated: Large Twitter following and the genre of jazz/blues had an expected count of 4.70 . Because of this violation of a Chi-square assumption, the above results may be unreliable.

Help

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