

#a)

table(movie[, 1:2]) # This study is unbalanced as the number of observations is unequal. # The different levels of each factor combination have different size groups.

#b)

with(movie, interaction.plot(Gender, Genre, Score)) with(movie, interaction.plot(Genre, Gender, Score)) #  
By looking at the plots there is indication that there is some interaction between the factors and the response, as there are different slopes between the levels of each factor. # The interaction is not significant as the sample size is too low, but there is a slight change in the slope of the variable lines.

boxplot(Score ~ as.factor(Gender) + as.factor(Genre), data = movie) # box plot shows constant variability between the levels of each factor.

#c)

Mathematical Model movie.lm = lm(Score ~ as.factor(Gender) + as.factor(Genre), data = movie)  
anova(movie.lm) summary(movie.lm)\$coefficients

$$Y_i = \mu + \alpha_i + \beta_j + \gamma_{ij} + \epsilon_i$$

$Y_i$  = score response

$\mu$  = overall mean

$\alpha$  = Gender effect for  $i = 1, 2$

$\beta$  = Genre effect for  $j = 1, 2, 3$

$\gamma_{ij}$  = interaction between Gender and Genre

#d)

## Test: Effect of Gender on Score

**Null hypothesis - H0: There is interaction between Gender and Score**

**Alternative Hypothesis - H1: There is no interaction between Gender and Score**

movie.1 = lm(Score ~ as.factor(Gender), data = movie) anova(movie.1) # In this test we reject the null hypothesis # Therefore there is no interaction between Gender and Score

plot(movie.1, which = 1:2) # The diagnostic plots validates the model. # On the residual vs fitted plot each cell has a similar variance. # Quantile plot of residuals shows a close linear relationship, suggesting they are normally distributed.

## Test: Effect of Genre on Score

**Null hypothesis - H0: There is interaction between Genre and Score**

**Alternative Hypothesis - H1: There is no interaction between Genre and Score**

```
movie.2 = lm(Score ~ as.factor(Genre), data = movie) anova(movie.2) # In this test we reject the null hypothesis # Therefore, there is no interaction between Genre and Score
```

```
plot(movie.2, which = 1:2) # The diagnostic plots validates the model. # On the residual vs fitted plot each cell has again a similar variance. # Quantile plot of residuals shows a close linear relationship, suggesting they are normally distributed.
```