

Inferential Statistics

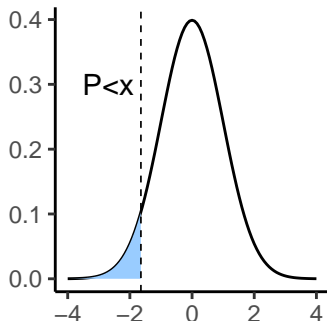
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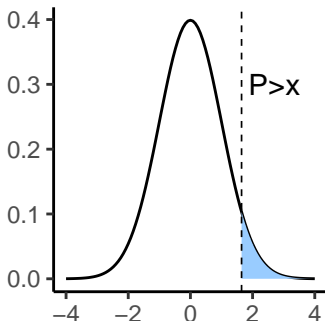


Expanding on Hypothesis Testing

- 1-tailed
 - ▶ Hypothesis includes an **expected direction**.



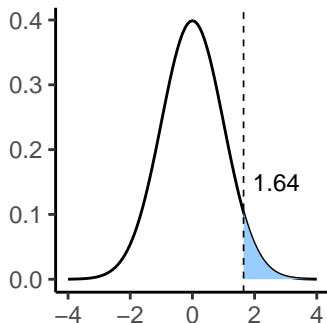
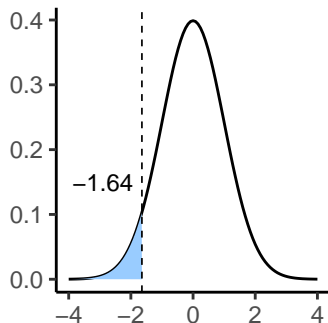
- Decrease
- Cooler
- Smaller
- Lower



- Increase
- Warmer
- Higher
- Expand

Expanding on Hypothesis Testing

- 1-tailed - hypothesis includes an **expected direction**.



- If your obtained test statistic falls beyond the critical value (lightblue) for your given Alpha threshold = Significant result, **reject the null**

Expanding on Hypothesis Testing

- 2-tailed tests:
 - ▶ Have **no expected directionality** hypothesized.
 - ▶ Splits the 5% of the area under the curve that would be considered significant between both tails of the normal distribution curve.
 - ▶ Are therefore less powerful tests (more likely to find a significant result).

