

CHAPTER 1

Reserved Problems

1.1R Have you received an offer to obtain a credit card in the mail? What “factors” were associated with the offer, such as an introductory interest rate? Do you think the credit card company is conducting experiments to investigate which factors produce the highest positive response rate to their offer? What potential factors in this experiment can you identify?

1.2R What factors do you think an e-commerce company could use in an experiment involving their web page to encourage more people to “click-through” into their site?

1.3R Two of the leading contributors to design of experiments over the last 60 years were George E. P. Box and J. Stuart

Hunter. Search the World Wide Web for information on these two individuals and briefly summarize their contributions.

1.4R Suppose that you want to make brownies. You plan to use a brownie mix, but there are a number of factors that could impact the results.

- (a) What would you use as a response variable? Could there be more than one response?
- (b) Identify the factors that might impact the results.
- (c) Complete the first three steps of the guidelines for designing experiments in Section 1–4.