

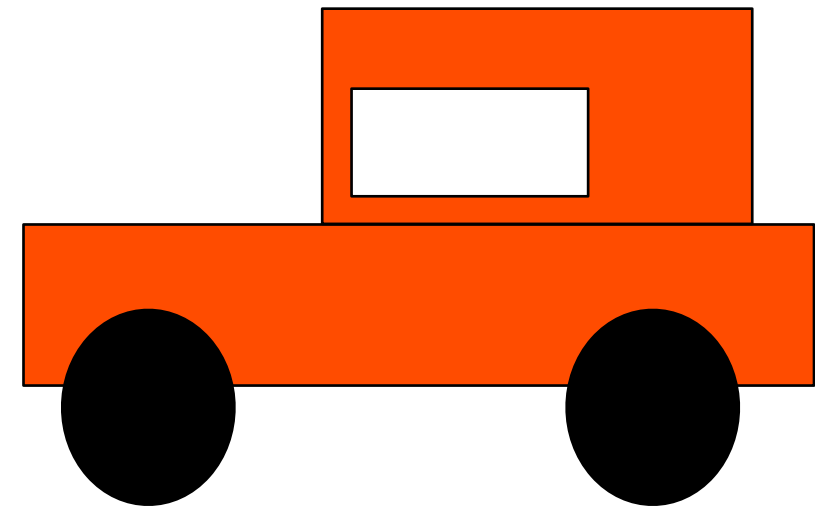
Statistical Models

- Most of what we do in applying statistics in Psychology is model building. We build a statistical model and test whether it is a good fit for our data - in other words, whether it describes our data well.
- All models are an approximation of reality, and some are better than others...
- Or to paraphrase the statistician George Box, all models are wrong but some are useful...

Real data



Model 1



Model 2

- So how do we tell if a particular statistical model is a good fit to our data?
- We can look at the extent to which our data deviate from a particular model (where deviation = error)...