

- We know that at least one of our means differs from at least one of our other means but (so far) we don't know where that difference lies.....
- Luckily things easy for us as we can conduct what are known as post hoc tests. These will tell us which means differ from which other means (and allow us to begin to tell a story....)

Post hocs tests

- Work by doing pairwise comparisons on all the different combinations of experimental groups.....
- They control for the familywise error rate though to get round that problem.
- Bonferroni method divides our critical p value (0.05) by the number of tests. If we are conducting ten tests, then for each test the critical p is 0.005 – but this increases our chances of a type II error – missing an effect when it's there.