

Effect Sizes

- We can measure the size of an experimental effect in an objective, standardised manner.
- The two most common measures of effect size are Cohen's d and Pearson's r .

	Small	Medium	Large
d	0.2	0.5	0.8
r	0.1	0.3	0.5

Calculating Cohen's d

$$d = \frac{\mu_1 - \mu_0}{\sigma}$$

μ_0 = mean where H_0 is true

μ_1 = mean where H_1 is true

σ = standard deviation

