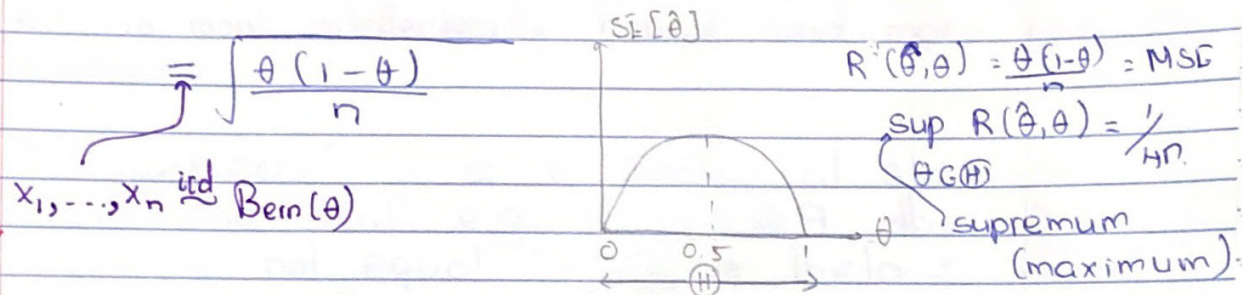


DGP:  $x_1, \dots, x_n \stackrel{iid}{\sim}$  with mean  $\theta$ , variance  $\sigma^2$

If  $\hat{\theta} = \bar{x} \Rightarrow \hat{\theta}$  is unbiased

$$SE[\hat{\theta}] = \sqrt{\text{Var}[\frac{1}{n}(x_1 + \dots + x_n)]}$$

$$= \sqrt{\frac{1}{n^2} \sum \text{Var}[x_i]} = \sqrt{\frac{1}{n^2} n \sigma^2} = \frac{\sigma}{\sqrt{n}}$$



Goal #3 of inference: theory testing (hypothesis testing)

You have some well-specified mathematical theory about the DGP. For example, in the iPhone survey, 'I think the proportion of iPhone users in the population is NOT 52.4%. I want to prove my theory to the world (using my sample).'

**Note:** It is absolutely impossible to prove or disprove my theory because you cannot see the whole population (or go inside of the DGP). We must use inference which always a guess.



Two ways to go about "proving" my theory:

(1) I assume I'm right and wait for other people to show me data that contradicts my theory.

(2) I assume my theory is wrong. Then I adduce (bring) evidence (i.e. data) to the contrary until people are convinced my theory is right.

#2 is more intellectually honest and more likely to convince

A "hypothesis" is a mathematical statement about the DGP e.g.  $\theta = 0.9$ ,  $\theta > 0.9$ ,  $\theta$  is not equal to 0.9, or  $\theta \leq 0.9$  or  $\theta$  is in the set  $[0.89, 0.91]$ , etc.

The "alternative hypothesis" ( $H_a$ ) is the theory you want to prove. The "null hypothesis" ( $H_0$ ) is the opposite you assume in #2 for the purpose of contradicting it. Usual cases:

$H_0: \theta \leq \theta_0$ ,  $H_a: \theta > \theta_0$  (right-tailed test)

$H_0: \theta \geq \theta_0$ ,  $H_a: \theta < \theta_0$  (left-tailed test)

$H_0: \theta = \theta_0$ ,  $H_a: \theta \neq \theta_0$  (two-tailed test)

How to perform this test? There are many, many options even for the same DGP. The protocol goes as follows.



- (1) You think of a "test statistic" that could measure the departure away from  $H_0$ .
- (2) Derive the statistical estimator's distribution.
- (3) Gauge the departure.

We begin with DGP: iid  $\text{Bern}(\theta)$  and the "binomial exact test"

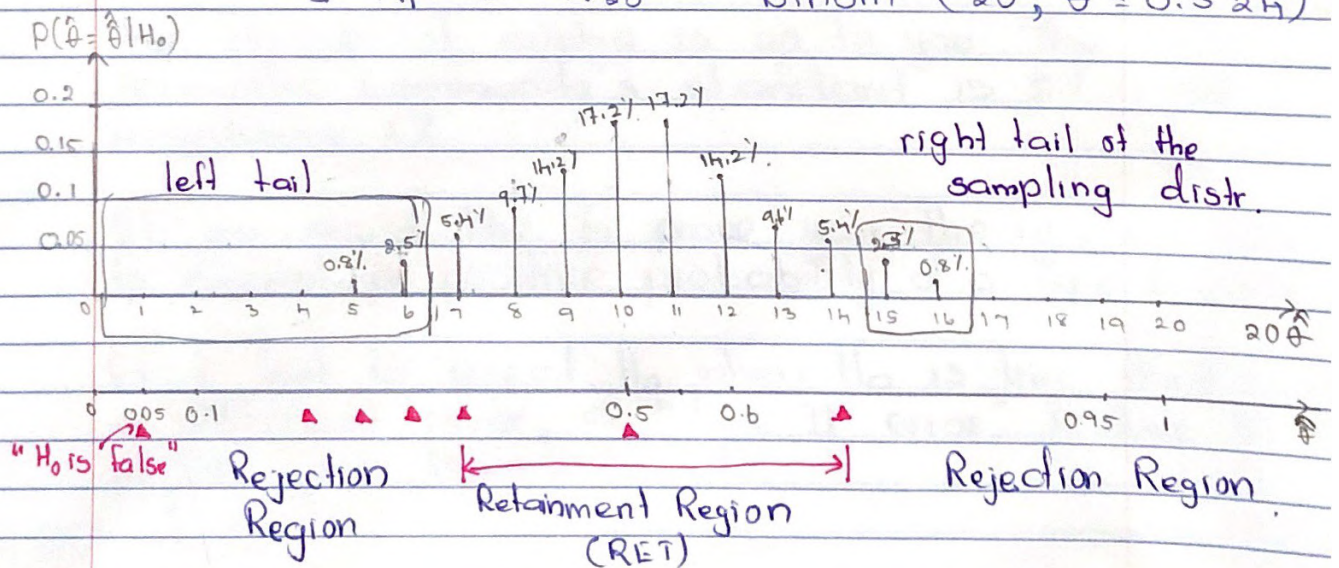
$$\therefore H_a: \theta \neq 0.524, \quad H_0: \theta = 0.524$$

① My test statistic is  $\hat{\theta} = \bar{X}$ .  $\hat{\theta}$  is a realization from  $\hat{\theta}$ .

②  $\hat{\theta} | H_0 \sim ? \quad n=20$

$$\hat{\theta} = \frac{x_1 + \dots + x_{20}}{20} \Rightarrow 20 \hat{\theta} / H_0$$

$$= X_1 + \dots + X_{20} \sim \text{Binom}(20, \theta = 0.524)$$





$\hat{\theta} \in \text{RET} \Rightarrow$  Retain  $H_0$  (fail to reject  $H_0$ ). Not enough evidence to reject  $H_0$ . Some authors say "accept  $H_0$ ".

$\hat{\theta} \notin \text{RET} \Rightarrow$  Reject  $H_0$  / Accept  $H_a$ . My estimate is "statistically significant".

Let's say we rejected  $H_0$  but it was true. This is called a Type I error. Where is the  $P(\text{Type I error})$  on our plot?

$$\alpha := P(\text{Type I error}) = P(\hat{\theta} \notin \text{RET} | H_0)$$

Then in a 2-tailed test, I apportion about  $\alpha/2$  to the left tail and about  $\alpha/2$  to the right tail.

In my RET,

$$\alpha = P(\hat{\theta} = 0 | H_0) + \dots + P(\hat{\theta} = 0.3 | H_0) + P(\hat{\theta} = 0.75 | H_0) + \dots + P(\hat{\theta} = 1 | H_0) = 7.06\%$$

The choice of  $\alpha$  is up to you. The scientific community's standard is 5% and sometimes 1%.

If you would like to prove your theory, you have to accept a positive probability of a Type I error.

If I fail to reject  $H_0$  when  $H_a$  is true that's a different error, a "Type II error". Failure to prove your theory.

The smaller the alpha, the larger the  $P(\text{Type II error})$ .

		Decision	
		Retain $H_0$	Reject $H_0$
Truth	$H_0$	✓	Type I error
	$H_a$	Type II error	✓

As of now, we cannot calculate the  $P(\text{Type II error})$ .