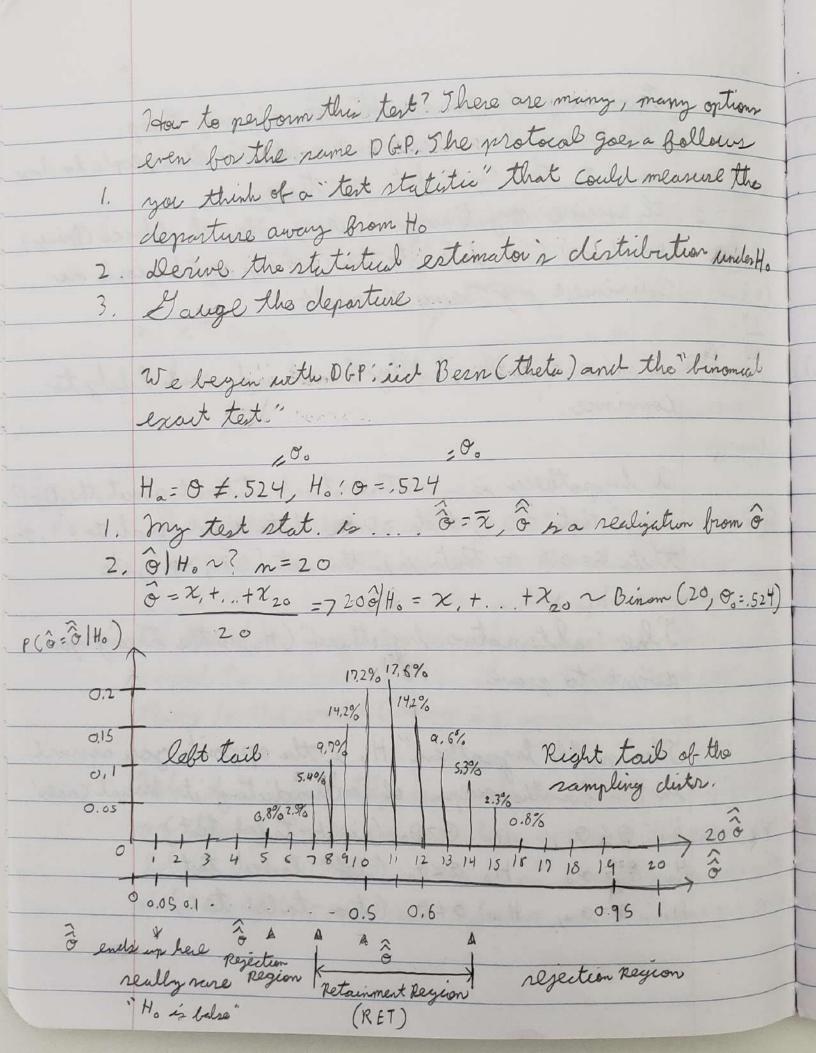


Doul \$3 of inberence: theory testing (hypothesis testing) you have nome well-specified mathematical theory about the PGP. For example, in the iphone survey, "Il think the proportion of uphone users in the population is NOT 52.4%, Il want to prove my theory to the world (using my sample).

note: it is absolutely impossible to move or disprove my theory (never going to have access to the whole pop.) because you cannot see the whole population (or go inside of the DGP). We must use inference which is always a gules.

Two ways to go about moving my theory: I classime it in right and went for other people to show me data that contradicts my theory. 2. Il arrune my therony is wrong, Then Il adducce (bring) evidence (i.e. date) to the contrary until people are Convinced my theory is right. # 2 is more entellectually honest and more likely to a hypotheris is a mathematical statement about the DGP e.g. theta = 0.9, theta > 0.9, theta is not equal to 0.9, or theta <= 0.9 or theta is in the set [0.89, 0.91], etc The "alternative Prypotheris" (Ha) is the theory you ducint to prove. The null hypothesis Ho is the opposite you assure in # 2 for the purpose of contradicting it. Usual cases, . Mai 9700 (right-tailed test) Ho: 0400, Ha: 0 400 (left-tailed text) Ho: 0700, Ha: 0 \$ 00 (two-tailed test) Ho: 0=00,



GERET = 7 Retain H. (fail to reject H.) not enough license to reject H. Some authors say "accept Ho"

à € RET = 7 Reject Ho/accept Ha. My estimate is "stut significant"

Let's say we rejected Ho but it was really was true. This is Called a Type I error. Where is the P(5ype I error) on our plot?

2:= P(Type I enor) = P(ô 4 RET/H.)

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

Iln my RET d = P(ô = 0 | Ho) + ... + P(ô = 0.3 | Ho) + P(ô:0.75 | Ho) + ... +

P(==1/H0)=7.06%

The choice of alpha is up to you. The scientific Community etandard is 5% and sometimes 1%

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

	Ilf Il fail to reject to when the is true that in
1.000	a different error, a type II error". Failure to move
- 1101	your theory
	Tyour raise of
4343	The smuller the alpha, the larger the P (Type II enor)
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	Truth Ho Type I error as of now, we cannot
ant ora	South Ho Sype I error as of now, we cannot Ha Sype I mon Calculate the P (Sype II error)
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