2. Product advertisers studied the effects of television ads on children's choices for two new snacks. The advertisers used two 30-second television ads in an experiment. One ad was for a new sugary snack called Choco-Zuties, and the other ad was for a new healthy snack called Apple-Zuties.

   For the experiment, 75 children were randomly assigned to one of three groups, A, B, or C. Each child individually watched a 30-minute television program that was interrupted for 5 minutes of advertising. The advertising was the same for each group with the following exceptions.

   - The advertising for group A included the Choco-Zuties ad but not the Apple-Zuties ad.
   - The advertising for group B included the Apple-Zuties ad but not the Choco-Zuties ad.
   - The advertising for group C included neither the Choco-Zuties ad nor the Apple-Zuties ad.

   After the program, the children were offered a choice between the two snacks. The table below summarizes their choices.

Group	Type of Ad	Number Who Chose Choco-Zuties	Number Who Chose Apple-Zuties
A	Choco-Zuties only	21	4
B	Apple-Zuties only	13	12
C	Neither	22	3

   (a) Do the data provide convincing statistical evidence that there is an association between type of ad and children's choice of snack among all children similar to those who participated in the experiment?

   (b) Write a few sentences describing the effect of each ad on children's choice of snack.

3. Alzheimer's disease results in a loss of cognitive ability beyond what is expected with typical aging. A local newspaper published an article with the following headline.

> Study Finds Strong Association Between Smoking and Alzheimer's

The article reported that a study tracked the medical histories of 21,123 men and women for 23 years. The article stated that, for those who smoked at least two packs of cigarettes a day, the risk of developing Alzheimer's disease was 2.57 times the risk for those who did not smoke.

(a) Identify the explanatory and response variables in the study.

Explanatory variable:

Response variable:

(b) Is the study described in the article an observational study or an experiment? Explain.

(c) Exercise status (regular weekly exercise versus no regular weekly exercise) was mentioned in the article as a possible confounding variable. Explain how exercise status could be a confounding variable in the study.

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Question 2

Intent of Question

The primary goals of this question were to assess a student's ability to (1) identify, set up, perform, and interpret the results of an appropriate hypothesis test to address a particular question and (2) assess the effectiveness of treatments in a controlled experiment.

Solution

Part (a):

Step 1: States a correct pair of hypotheses.

H_0 : The proportion of children who would choose each snack is the same regardless of which type of ad is viewed.
H_a : The proportion of children who would choose each snack differs based on which type of ad is viewed.

Step 2: Identifies a correct test procedure (by name or formula) and checks appropriate conditions.

The appropriate procedure is a chi-square test of homogeneity.

The conditions for this test are satisfied because (1) the question states that the children were randomly assigned to groups, and (2) expected counts for the six cells of the table are all at least 5, as seen in the following table that lists expected counts beside observed counts.

Group	Choco-Zuties	Apple-Zuties	Total
A	21 (18.67)	4 (6.33)	25
B	13 (18.67)	12 (6.33)	25
C	22 (18.67)	3 (6.33)	25
Total	56	19	75

Step 3: Calculates the appropriate test statistic and p-value.

The test statistic is calculated as $\chi^2 = \sum \frac{(O-E)^2}{E}$, which is

$$\chi^2 \approx 0.292 + 0.860 + 1.720 + 5.070 + 0.595 + 1.754 \approx 10.291.$$

The p-value is $P(\chi^2_{df2} \geq 10.291) \approx 0.006$.

Step 4: States a correct conclusion in the context of the study, using the result of the statistical test.

Because the p-value is very small (for instance, much smaller than $\alpha = 0.05$), we reject the null hypothesis at the 0.05 level (and at the 0.01 level). The data provide convincing statistical evidence that the proportions who would choose each snack differ based on which ad is viewed.

Question 2 (continued)

Part (b):

When neither ad was viewed, $\frac{22}{25}$ or 88 percent of the children chose Choco-Zuties whereas only 12 percent chose Apple-Zuties.

When the Choco-Zuties ad was viewed, 84 percent of the children chose Choco-Zuties, which was very similar to the percentage that chose them without viewing any ad. So watching the Choco-Zuties ad did not affect the snack choice very much.

When the Apple-Zuties ad was viewed, only $\frac{13}{25}$ or 52 percent of the children chose Choco-Zuties, and 48 percent chose Apple-Zuties. Watching the Apple-Zuties ad seemed to increase the proportion of children choosing Apple-Zuties.

Scoring

This question is scored in four sections. Section 1 consists of steps 1 and 2 in part (a); section 2 consists of step 3 in part (a); section 3 consists of step 4 in part (a); and section 4 consists of part (b). Sections 1, 2, 3 and 4 are scored as essentially correct (E), partially correct (P), or incorrect (I).

Section 1 is scored as follows:

Essentially correct (E) if the response includes the following three components:
1. Both hypotheses are stated correctly with at least one in context.
2. Identifies the correct test procedure (by name or by formula).
3. The technical conditions are checked (all expected counts are greater than or equal to 5).

Partially correct (P) if the response includes only two of the three components.

Incorrect (I) if the response correctly includes at most one of the three components.

Notes for component 1:
- It is acceptable if hypotheses are stated in terms of association/independence instead of proportions.
- Context must be included in at least one of the hypotheses, but is not required to be in both.
- If the hypotheses contain language that suggests that the response refers to the sample data, the component is not satisfied.

Note for component 2: It is acceptable if the test is identified as a test of independence instead of a test of homogeneity.

Notes for component 3:
- The random assignment condition was stated so need not be explicitly mentioned.
- Stating the expected count condition is met is not sufficient for component 3. The condition must be checked by reporting the expected counts and either:
    - noting that all are greater than or equal to 5;
      OR

Question 2 (continued)

- noting that all are greater than or equal to 1 and at most 20 percent are less than 5.

- Noting that the smallest expected count is 6.33 and that it is greater than or equal to 5 is sufficient to satisfy this component.
- Component 3 is not satisfied if the expected counts are reported as integers.
- This component is not satisfied if the response includes any of the following inappropriate conditions:
  - The response implies that a random sample was taken, e.g., "SRS – check."
  - The response refers to independence of groups or independence of ads as a required condition.
  - The response indicates that a sample size greater than 30 ensures normality or the response implies normality as a condition.
- A response stating that children are independent can be ignored in the scoring of this component.

Section 2 is scored as follows:

Essentially correct (E) if the response includes the following three components:
1. Correct chi-square test-statistic
2. Correct degrees of freedom
3. Correct *p*-value

Partially correct (P) if the response includes only two of the three components.

Incorrect (I) if the response correctly includes at most one of the three components.

Notes:
- If the response makes an error in one calculation, future calculations are considered correct if they follow correctly from the initial miscalculation.
- A chi-square critical value approach is acceptable: The critical value for $\alpha = 0.05$ is $\chi^2 = 5.99$.

Section 3 is scored as follows:

Essentially correct (E) if the response provides a correct conclusion about the alternative hypothesis in context, *AND* provides justification based on linkage between the *p*-value and conclusion.

Partially correct (P) if the response provides a correct conclusion in context, but without justification based on linkage to the *p*-value;
OR
if the response provides a correct conclusion, with linkage to the *p*-value, but not in context;
OR
if the response provides a correct decision stated in terms of the null hypothesis in context, with linkage to the *p*-value, but no conclusion is made about the alternative hypothesis.

Incorrect (I) if the response does not meet the criteria for E or P.

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Question 2 (continued)

Notes:

- If the conclusion is consistent with the *p*-value from section 2, and also in context with justification based on linkage to the *p*-value, section 3 is scored as E.
- If no alpha level is given, the solution must be explicit about the linkage by giving a correct interpretation of the *p*-value or by explaining how the conclusion follows from the *p*-value such as saying: "Because the *p*-value is small, we reject the null hypothesis." or "Because the *p*-value is large, we do not reject the null hypothesis."
- If a conclusion contains language that suggests that the response refers to the sample data, the conclusion component is not correct, unless the same error occurred in the statement of hypotheses in section 1.

Section 4 is scored as follows:

Essentially correct (E) if the response, in context, concludes that ad type A had little effect and ad type B had an effect, both supported by the observed proportions (or counts) from the table.

Partially correct (P) if the response correctly concludes that ad type A had little effect, and ad type B had an effect but does not provide correct numerical justification;
OR
if the response compares all of the proportions (or counts) as required, but without correctly concluding ad effectiveness;
OR
if the response correctly describes the effect of one of the ad types A or B (in context, with correct numerical justification) but not the other;
OR
if the response compares all of the proportions (or counts) as required, but not in context.

Incorrect (I) if the response does not meet the criteria for E or P.

Each essentially correct (E) section counts as 1 point, and a partially correct (P) section counts as ½ point.

4 **Complete Response**

3 **Substantial Response**

2 **Developing Response**

1 **Minimal Response**

If a response is between two scores (for example, 2½ points), use a holistic approach to decide whether to score up or down, depending on the strength of the response and communication.