

# Activity 7B: IMDB Movies III

## Hypothesis Testing, Decision Errors, & Multiple Comparisons

Your Name: \_\_\_\_\_

### Inference for Many Means (ANOVA)

Alright, so we just learned about how we can analyze the differences in **many** means using ANOVA (**AN**alysis **Of** **V**ariance). As a refresher, with an ANOVA, we're comparing the variability *within* groups (MSE) to the variability *between* groups (MSG).

If we believe that the mean of at least one group is different from the others, ideally in a visualization we'd like to see:

- large differences in the means **between** the groups
- small amounts of variability **within** each group

1. Sketch an example of three box plots that exhibit the characteristics above.

## Hypotheses in an ANOVA

In an ANOVA, we only do hypothesis testing (no confidence intervals until after ANOVA), and the hypotheses are always the same:

$$H_0 : \mu_1 = \mu_2 = \dots = \mu_k$$

$$H_A : \text{At least one of the means } (\mu_i) \text{ is different}$$

Let's refresh what we saw for the differences in `averageRating` between the `Genres`.

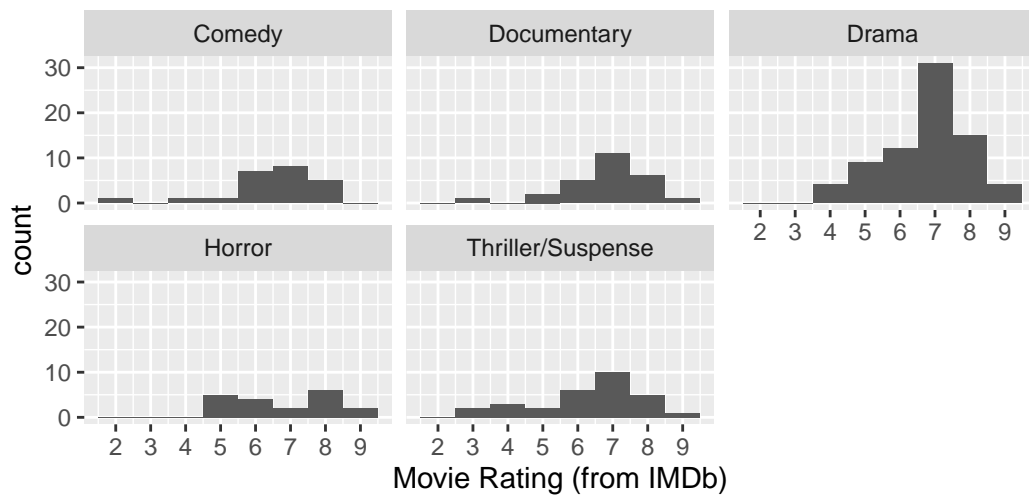
Genre	min	Q1	median	Q3	max	mean	sd	n	missing
Comedy	1.9	5.8	6.8	7.35	8.1	6.413	1.413	23	0
Documentary	2.7	6.4	7	7.55	8.9	6.835	1.204	26	0
Drama	3.7	6.1	7	7.55	8.7	6.729	1.149	75	0
Horror	4.6	5.7	7.2	7.9	8.7	6.826	1.37	19	0
Thriller/Suspense	2.9	5.7	6.7	7.2	9.2	6.317	1.536	29	0

2. How many groups do we have in our ANOVA?
3. Rewrite the null and alternative hypotheses above to reflect the number of groups in our analysis. *It would be nice to know what groups the means correspond with!*

## Visualizing an ANOVA

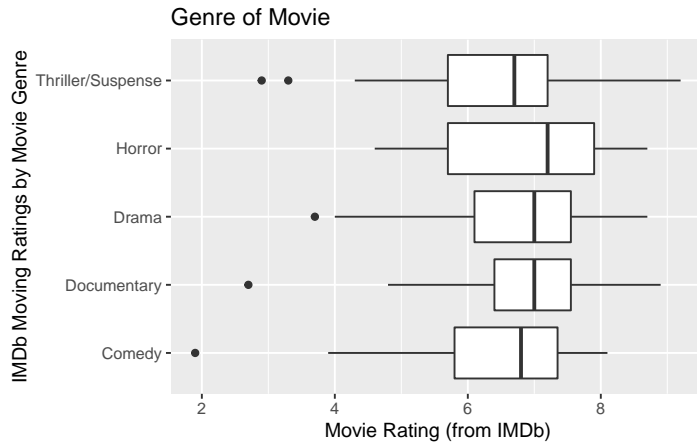
By plotting the data **before** we do a hypothesis test, we get a better understanding of *why* we got a small / medium / large p-value!

Here are faceted histograms visualizing the distribution of movie ratings across the different genres.



4. How different are the centers of these groups from each other?

You might like to have the side-by-side boxplots to answer #5, so here you go!



5. How different are the spreads of these groups from each other?
6. Overall, do you believe any of the genres stand out as **really** different from the others?

## Conditions of an ANOVA

Like every statistical analysis we've done in this class, when conducting an ANOVA you have two types of methods, (1) a simulation-based method or (2) a theory-based (mathematical) method. The book describes both options, but today we are going to focus on **theory-based** methods.

In an ANOVA there are two conditions that we need to evaluate regardless of which method we use:

- independence of observations within **and** between groups
- equal variance across every group

7. Evaluate if you believe the independence condition is or is not violated. Keep in mind that there are **two** components to this condition you need to discuss!
8. Evaluate if you believe the equal variance condition is or is not violated. Make specific reference to the visualizations and the summary statistics presented previously!

### Additional Condition for Theory-Based Methods:

As we have seen before, with a theory-based method we have one additional condition:

nearly normal distributions of response variables across every group

9. Why should we use faceted histograms to assess this condition rather than side-by-side boxplots?
10. Evaluate if you believe the normality condition is or is not violated. Make specific reference to the visualization you stated in #8!

### Carrying Out an ANOVA in R

Now that we've checked the conditions of an ANOVA, we are ready to perform the analysis! Earlier today, you were introduced to the `aov()` function. The `aov()` function is the tool we use to perform an ANOVA in R.

11. Fill in the necessary components of the code below.

Alright, if we ran the code you just input, we'd get the following table:

term	df	sumsq	meansq	statistic	p.value
Genre	4	6.446	1.611	0.9691	0.426
Residuals	167	277.7	1.663	NA	NA

12. What is the mean squares of **Genre**?
13. What is the mean squares of the errors?
14. How was the **statistic** of 0.969 found? What is the name of that statistic?

15. What is the p-value associated with that statistic?
16. Based on the p-value, at an  $\alpha = 0.05$  significance level, what decision would you reach regarding your hypotheses?
17. Based on your decision in #15, what would you conclude regarding the mean movie rating across these genres?

Let's revisit the statistics we first saw. It's entirely possible that in #5 you said that you didn't believe there were "substantial" difference across these groups.

	Genre	min	Q1	median	Q3	max	mean	sd	n	missing
1	Comedy	1.9	5.8	6.8	7.35	8.1	6.413043	1.413025	23	0
2	Documentary	2.7	6.4	7.0	7.55	8.9	6.834615	1.203974	26	0
3	Drama	3.7	6.1	7.0	7.55	8.7	6.729333	1.148533	75	0
4	Horror	4.6	5.7	7.2	7.90	8.7	6.826316	1.370256	19	0
5	Thriller/Suspense	2.9	5.7	6.7	7.20	9.2	6.317241	1.536478	29	0

18. How does this connect with the p-value you obtained in #14?

## Hypothesis Testing Errors

In a hypothesis test, there are two competing hypotheses: the null and the alternative. We make a statement about which one might be true, but we might choose incorrectly. There are four possible scenarios in a hypothesis test:

	$H_0$ is True	$H_0$ is False
Reject $H_0$	Type I Error	Good Decision!

	$H_0$ is True	$H_0$ is False
Fail to Reject $H_0$	Good Decision!	Type II Error

19. Based on the decision you reached in #15, what type of error could you have made?
20. With an  $\alpha = 0.05$ , what percent of the time would we expect to make a Type I error?
21. How does  $\alpha$  relate to the probability of making a Type II error?

## Inference after ANOVA

If we had found a “significant” p-value, we could have concluded that at least one of the genres had a different mean movie rating. However, an ANOVA **does not** tell us which group(s) is(are) driving the differences.

What we could do is compare all possible combinations of two means. With five groups, that would result in 10 different hypothesis tests for a difference in means (e.g.,  $\mu_{\text{Comedy}} - \mu_{\text{Documentary}}$ ,  $\mu_{\text{Comedy}} - \mu_{\text{Drama}}$ ,  $\mu_{\text{Horror}} - \mu_{\text{Thriller}}$ , etc.).

However, for each hypothesis test we do at an  $\alpha$  of 0.05, we risk making a Type I error 5% of the time. In fact, we can make a mathematical equation for the probability of making a Type I Error, based on the number of tests we perform.

$$\text{Probability of Making a Type I Error} = 1 - \text{Probability of Not Making a Type I Error}$$

$$\text{Probability of Making a Type I Error} = 1 - (0.95)^{\# \text{ of tests}}$$

22. If we do 10 hypothesis tests (think of 10 pairwise comparisons between Genres), what is the probability of us making a Type I Error?

## Remedy to Type I Error Inflation



One solution to the problem of multiple comparisons is called the Bonferroni correction. Essentially, you take your  $\alpha$  threshold and divide it by the number of tests you are going to perform. This is referred to as  $\alpha^*$ .

You then use this  $\alpha^*$  value as the new threshold value for **every** pairwise comparison. If a comparison's p-value is less than  $\alpha^*$ , then you reject  $H_0$ . If a comparison's p-value is greater than  $\alpha^*$ , then you fail to reject  $H_0$ .

23. If our original  $\alpha$  was 0.05, what value should we use for  $\alpha^*$ ?

## Post-Hoc Comparisons

Below is a table of all 10 of the hypothesis tests we could do when comparing the means of two groups.

24. Using the  $\alpha^*$  you found in #22, circle the hypothesis tests whose p-values are less than  $\alpha^*$ .

Group 1	Group 2	p-value
Documentary	Comedy	0.255
Drama	Comedy	0.3049
Drama	Documentary	0.7202
Horror	Comedy	0.3027
Horror	Documentary	0.983
Horror	Drama	0.77
Thriller/Suspense	Comedy	0.7905
Thriller/Suspense	Documentary	0.1393
Thriller/Suspense	Drama	0.1458
Thriller/Suspense	Horror	0.1828



Your  $\alpha^*$  value should be much less than your original  $\alpha$  of 0.05, which makes it **harder** to reject the null.

25. When the number of comparisons gets larger, what happens to the probability of making a Type II error?