

Intro and regressions



Probability and Statistics

COMS10011

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who am i?

Human Computer Interaction (HCI)::

a multidisciplinary field of study focusing on the design of computer technology and, in particular, the interaction between humans (the users) and computers

**experimental
psychology**

design

comp. science



experimental psychology::

the branch of psychology concerned with the scientific investigation of the responses of individuals to stimuli in controlled situations



e.g. bandwagon effect (one of our many cognitive biases)



what is the link with statistics?

like in many fields, statistics is the main tool to **analyse, demonstrate, evaluate or predict**

**let's start with
an example**

imagine you are designing a graphical interface for a new application on a laptop

how big should the buttons/icons be?

Fitts' law ::

the time required to **acquire a target** of size w at distance d can be described as $T = a + b \log (1 + d/w)$

smaller bin = harder and further = harder



Fitts' law ::

the time required to **acquire a target** of size w at distance d can be described as $T = a + b \log (1 + d/w)$

$$T = \underline{a + b} \text{ Index Difficulty}$$

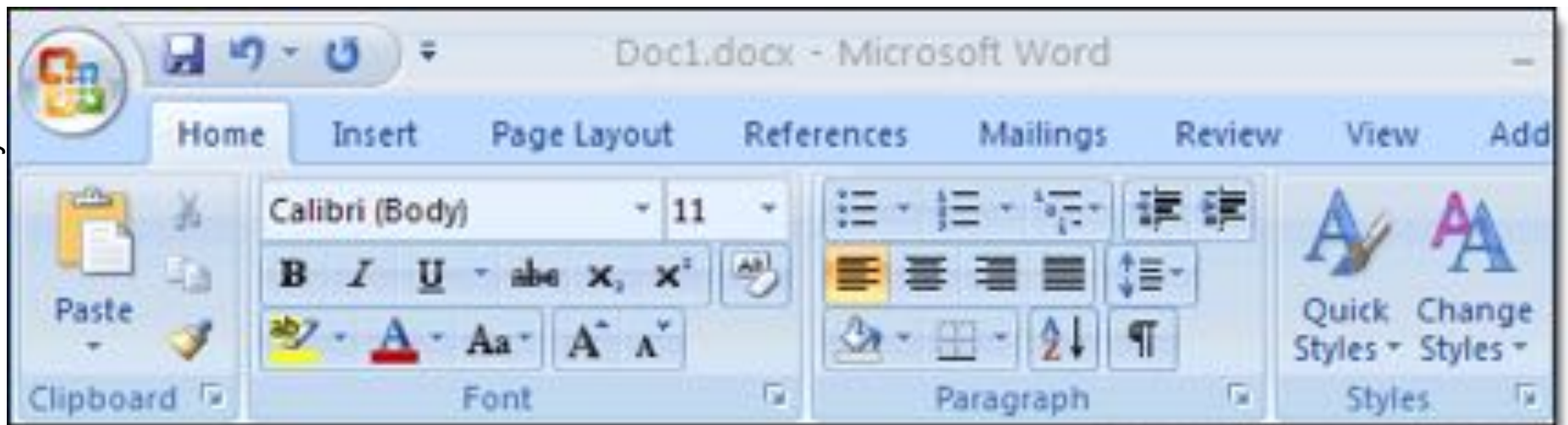


(depends on input device)

Word 2000



Word today



e.g. one reason why we have ribbons in Word now

Fitts' law :: $T = a + b ID$

time required to **acquire a target**

but where does this equation come from?

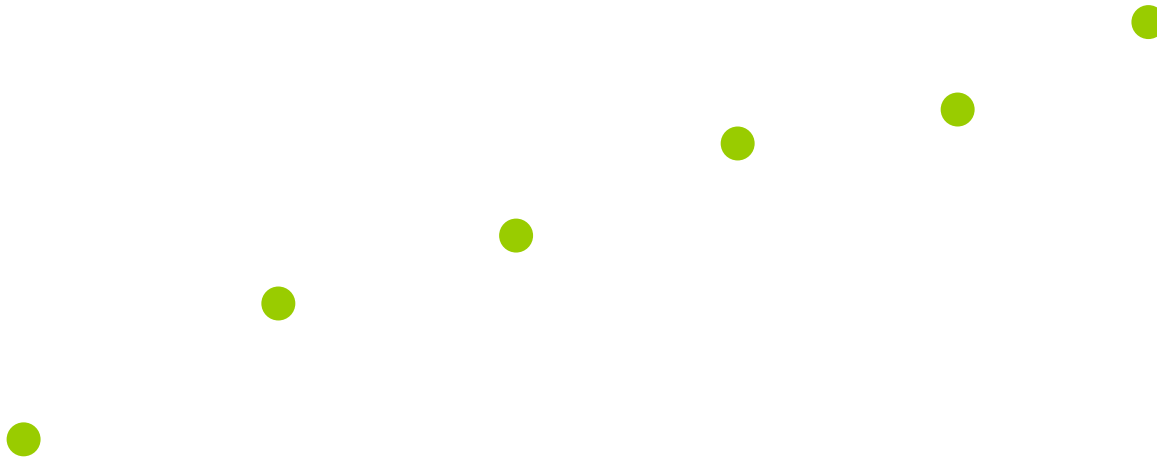
Trial [16] of 210



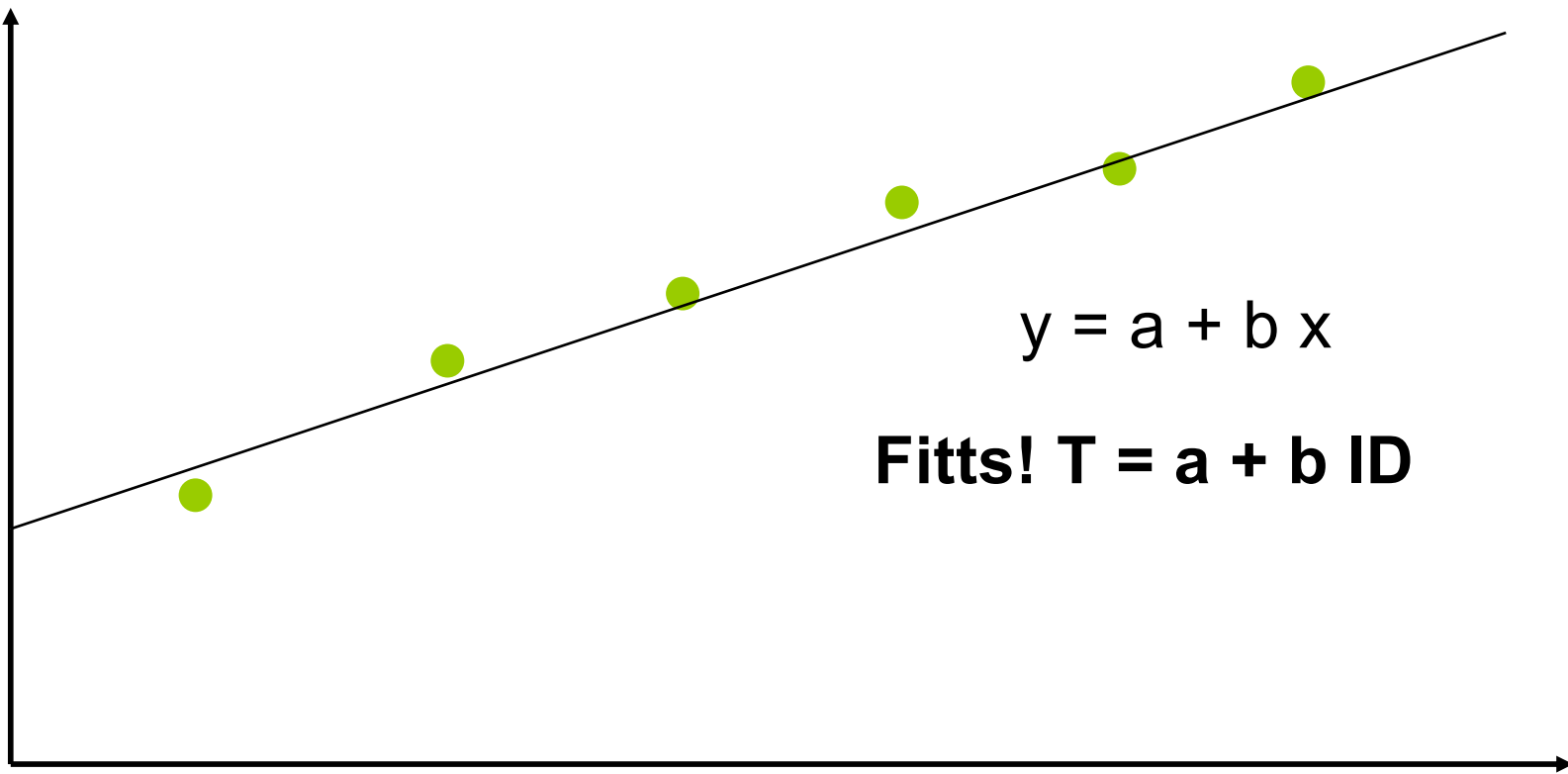
let's run an experiment and ask one participant to click on targets of different IDs

T time
(ms)

ID index of
difficulty



T time
(ms)



$$y = a + b x$$

Fitts! $T = a + b ID$

ID index of
difficulty

this a regression line

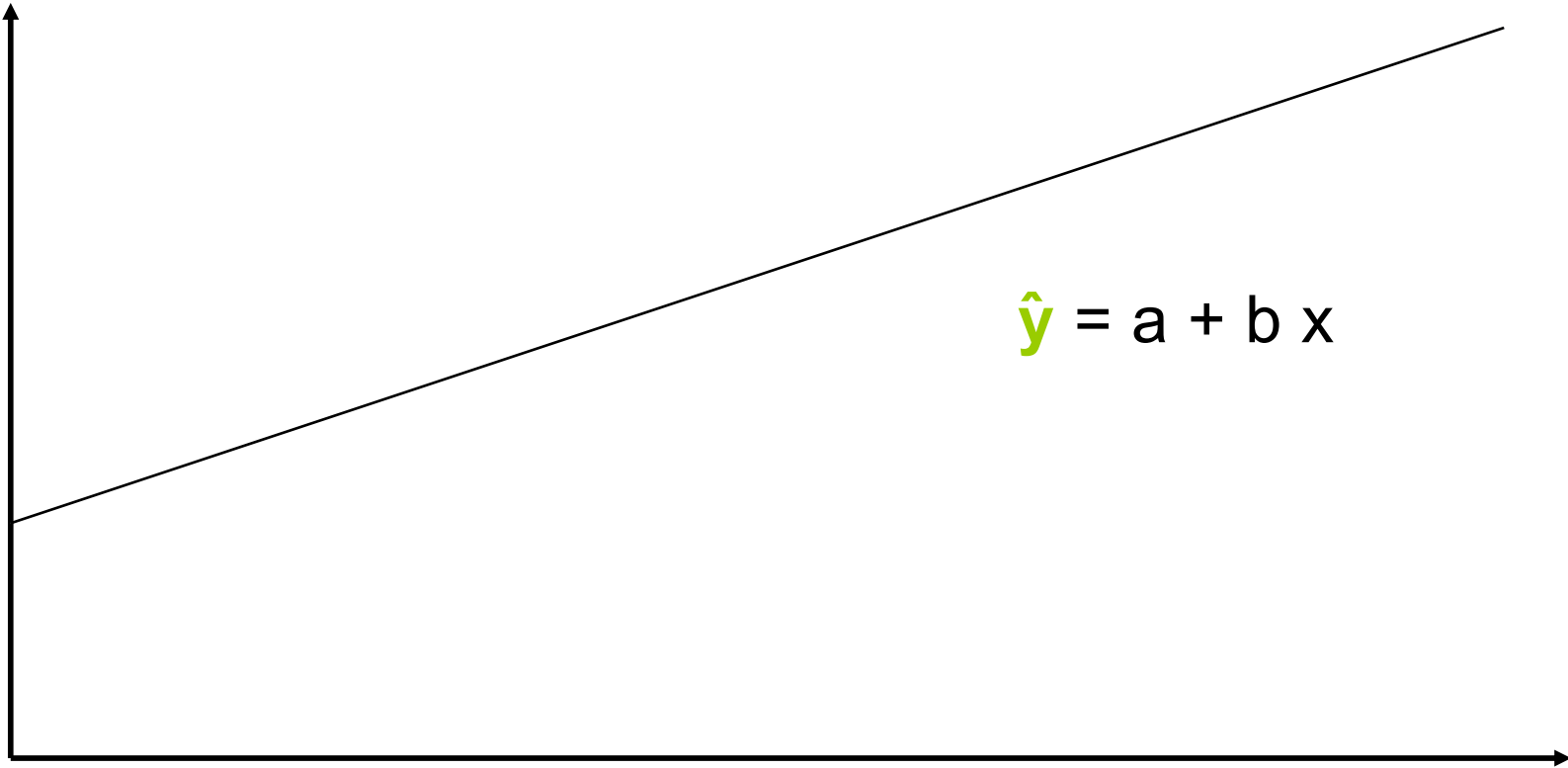
regression ::

a technique for determining the statistical relationship between two or more variables where a change in a **dependent variable** is associated with, and depends on, a change in one or more **independent variables**

arguably the most basic technique for **machine learning**

quick
terminology of
regressions

T time
(ms)



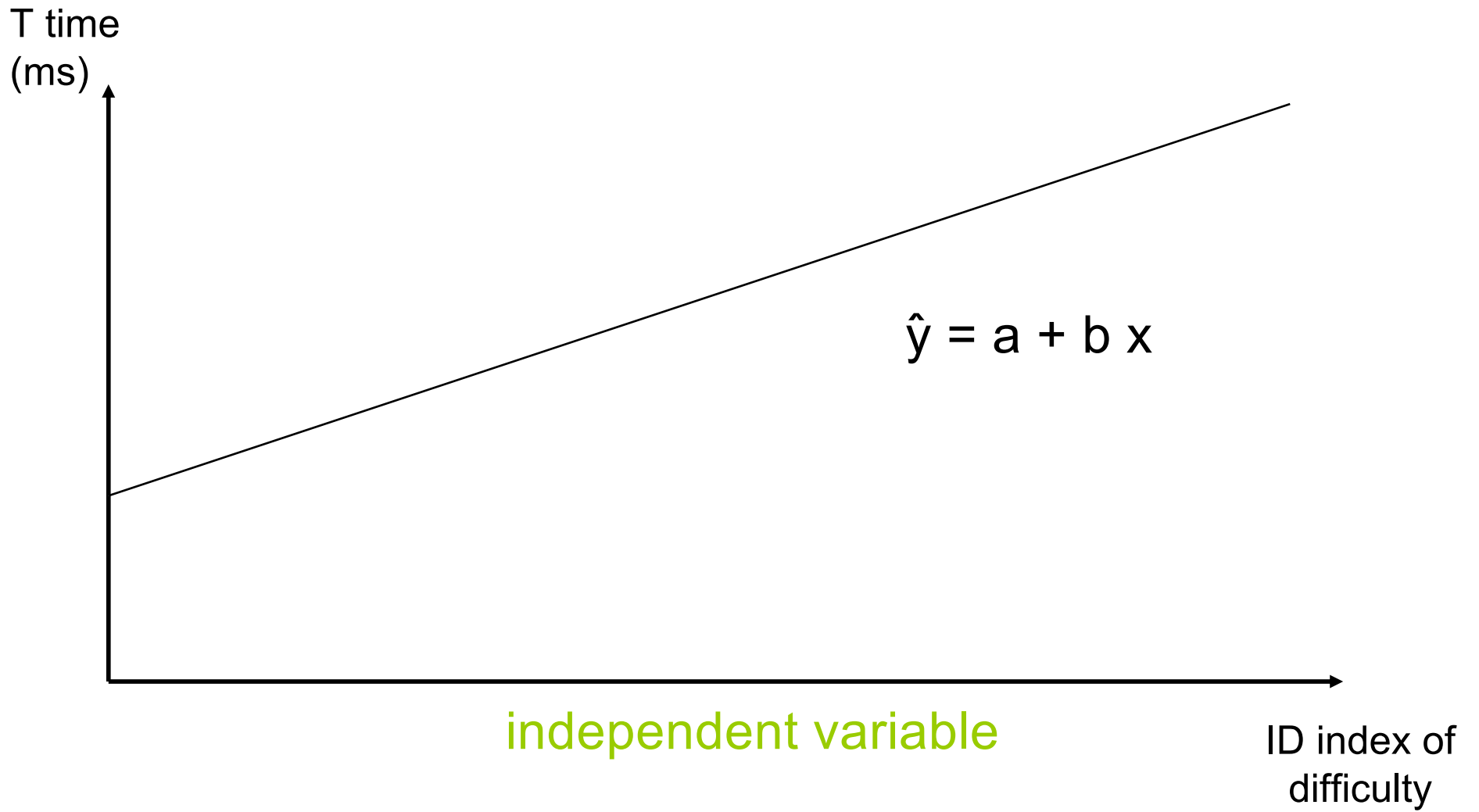
ID index of
difficulty

T time
(ms)

$$\hat{y} = a + b x$$

independent variable

ID index of
difficulty

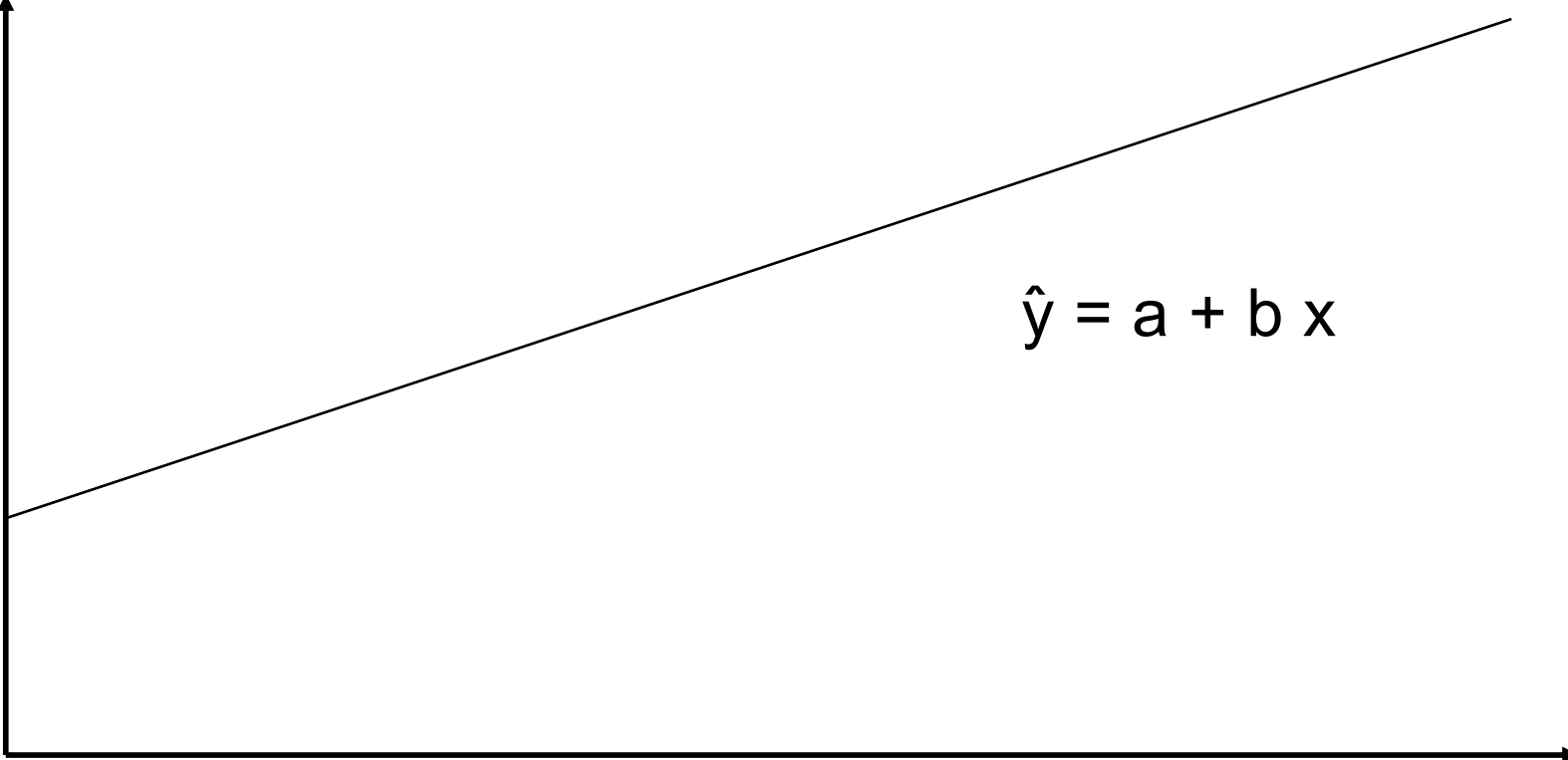


T time
(ms)

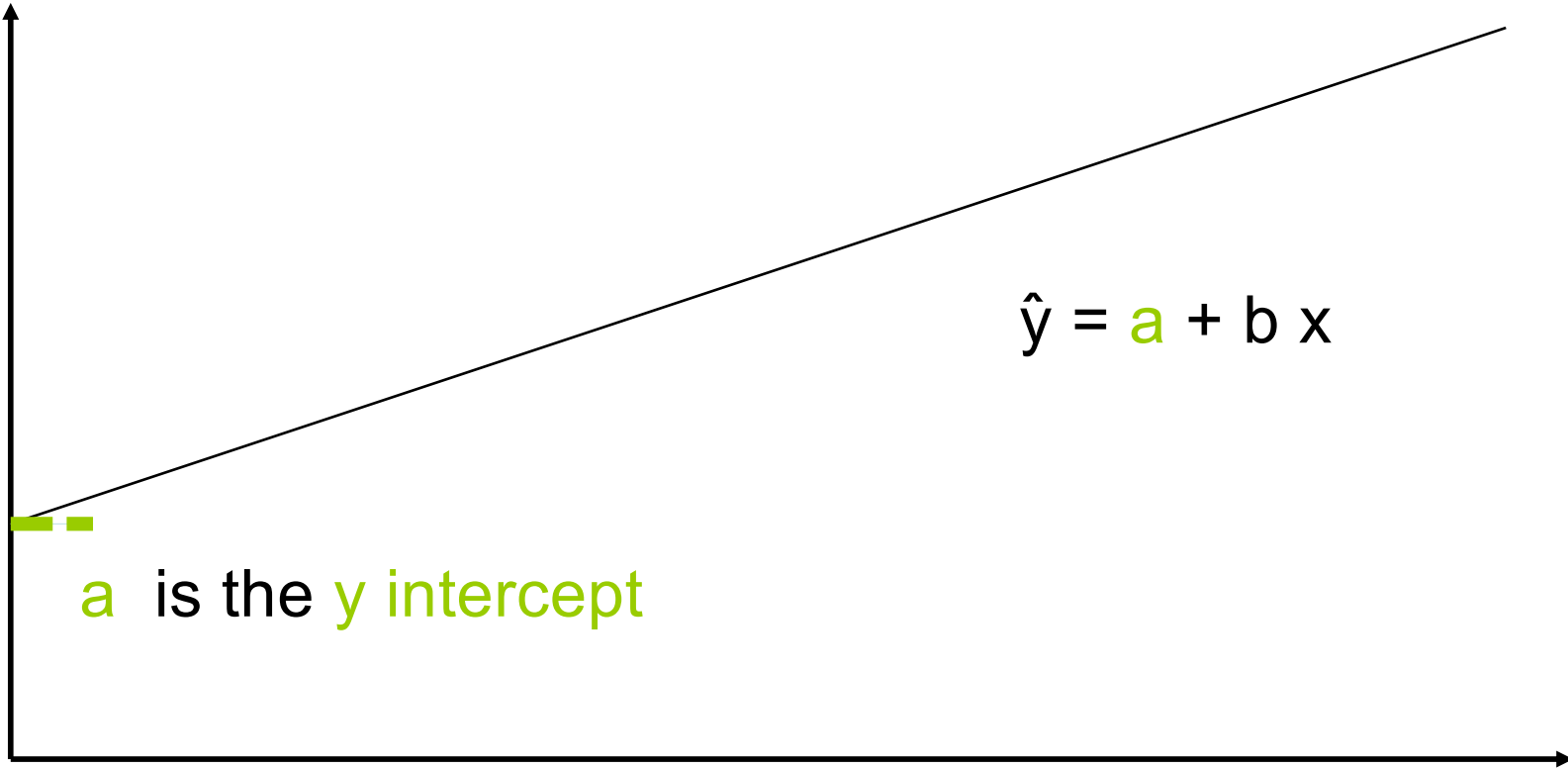
dependent variable

independent variable

ID index of
difficulty

$$\hat{y} = a + b x$$


T time
(ms)



ID index of
difficulty

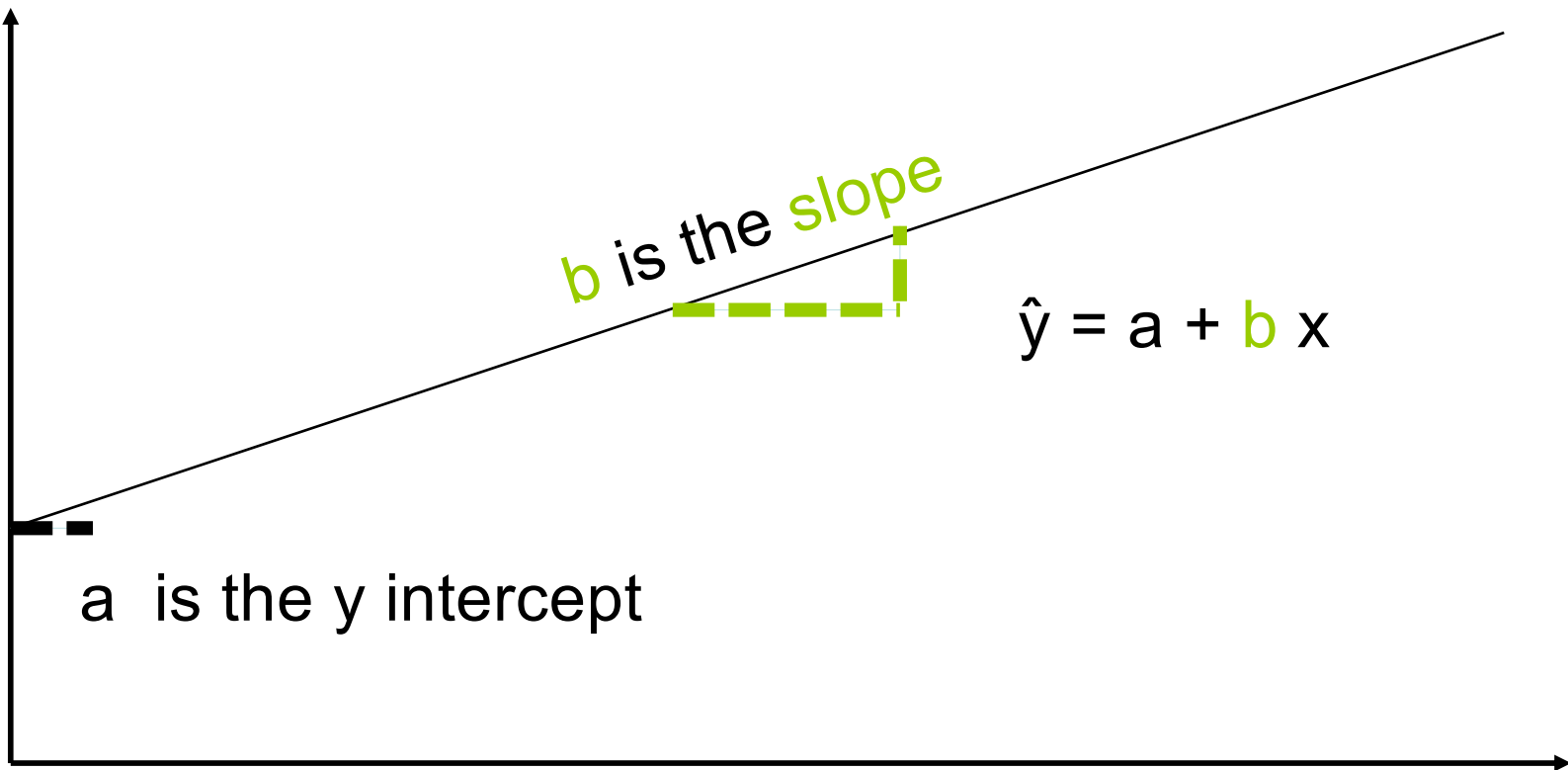
T time
(ms)

b is the slope

$$\hat{y} = a + b x$$

a is the y intercept

ID index of
difficulty



T time
(ms)

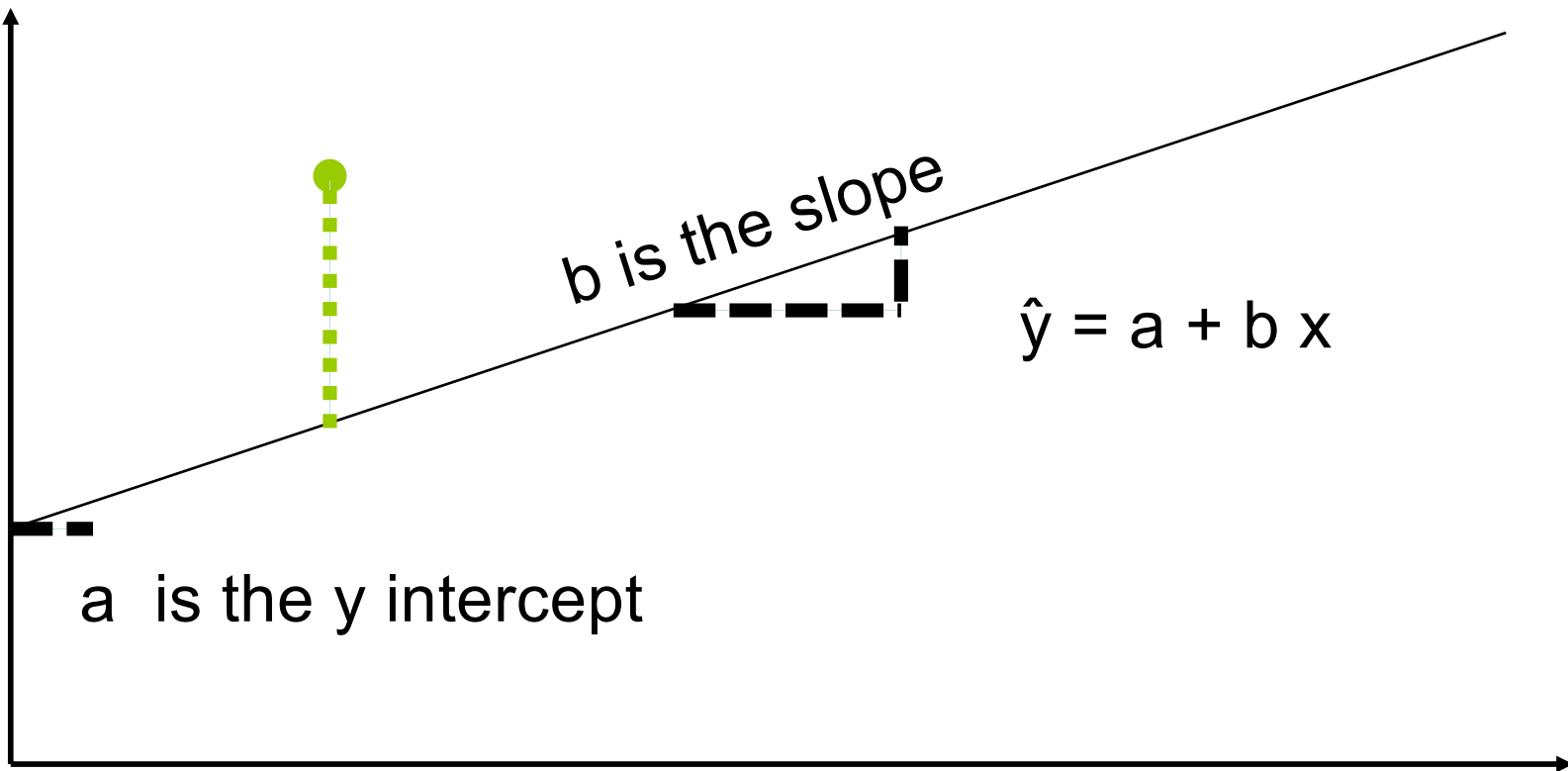
residual (deviation)

b is the slope

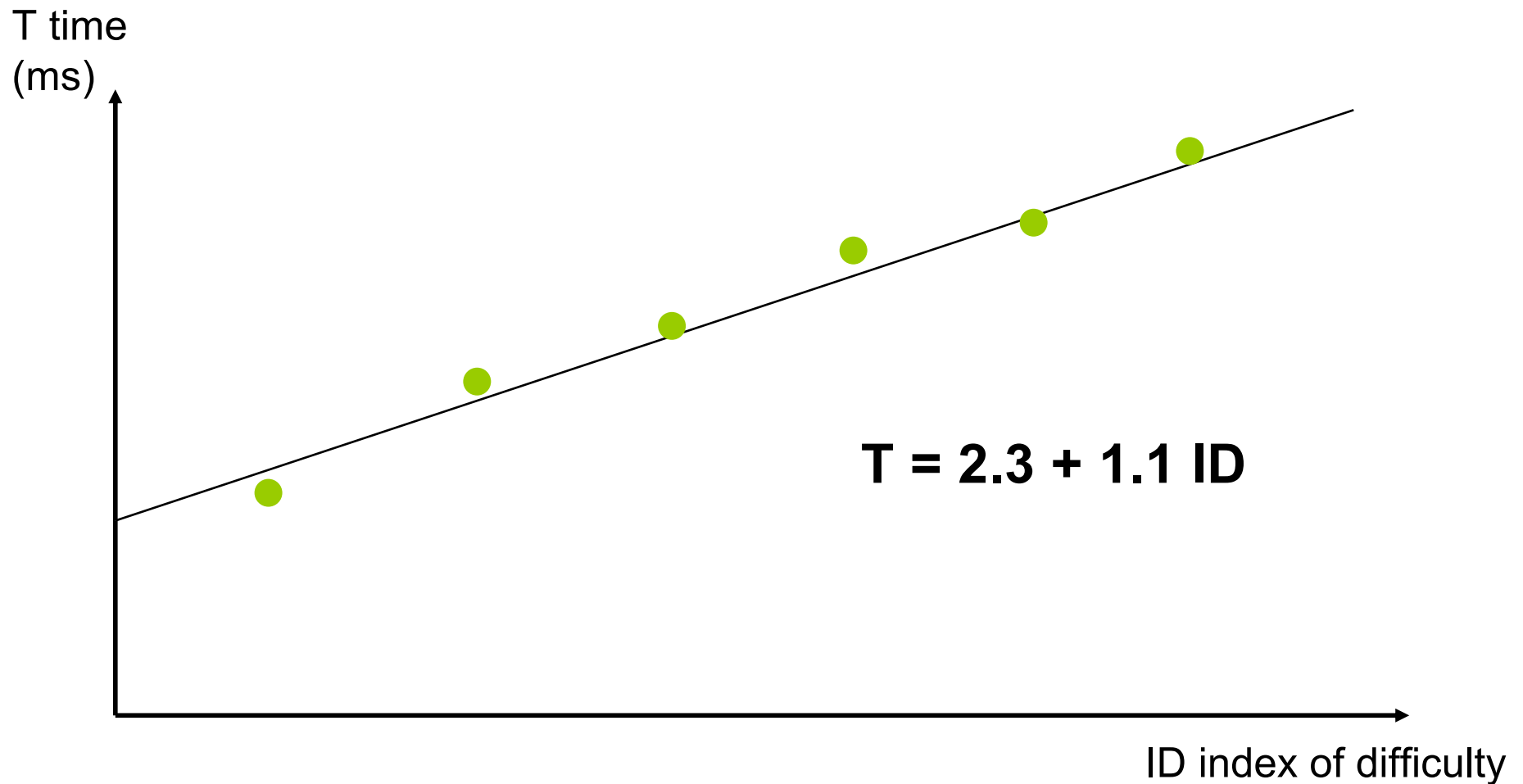
$$\hat{y} = a + b x$$

a is the y intercept

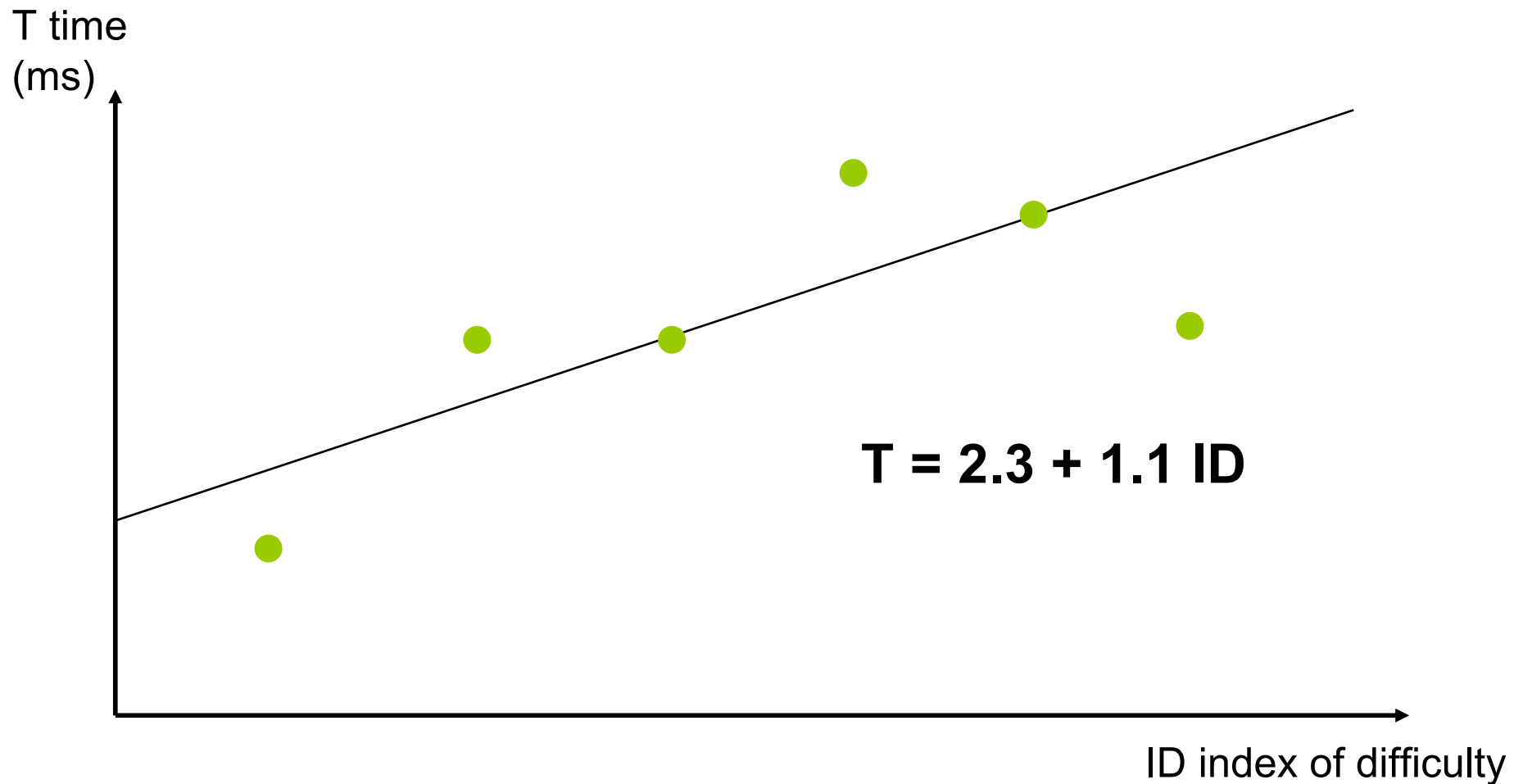
ID index of
difficulty



goodness
of fit



how can you be sure this line is a good fit to our data?



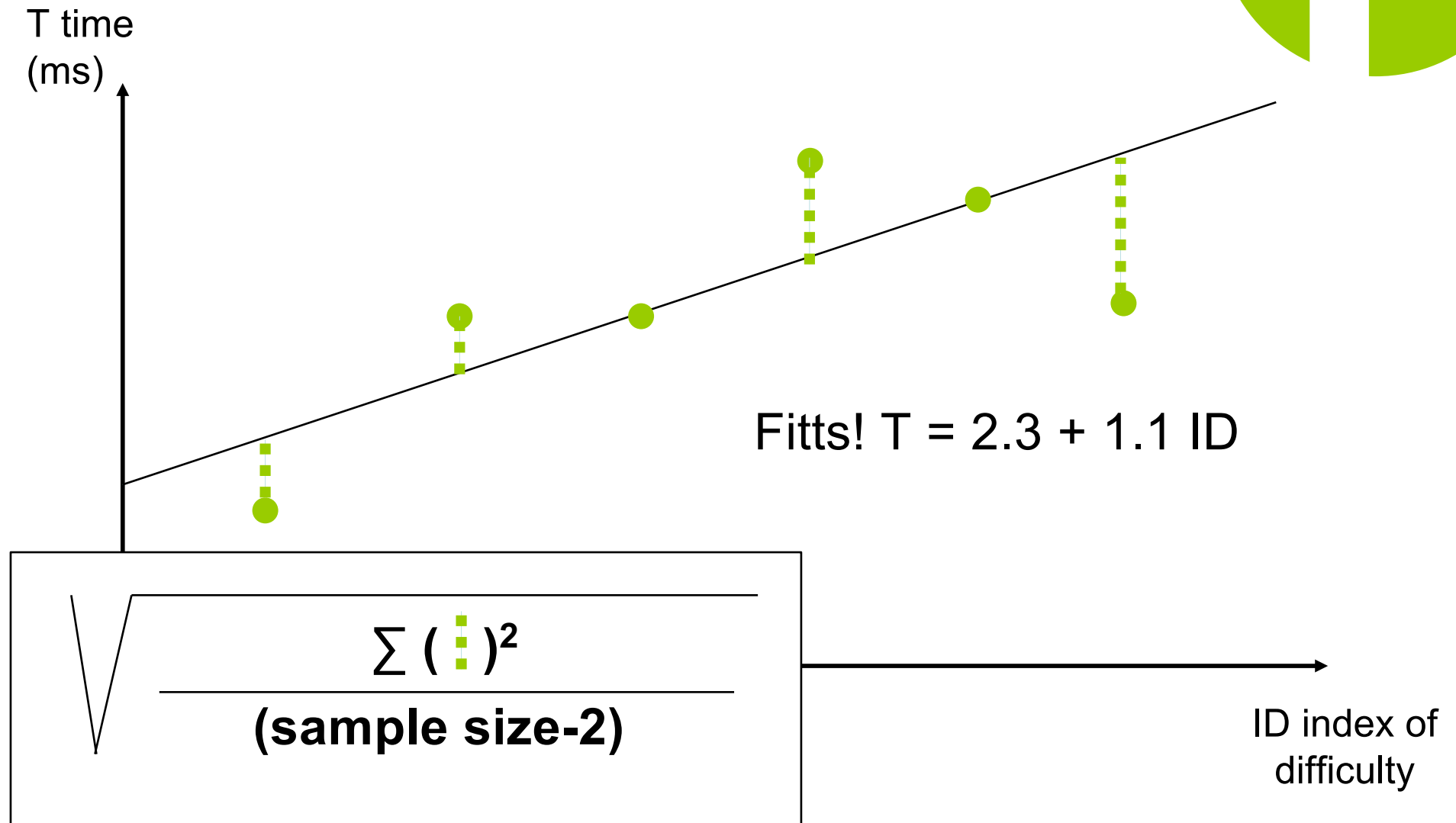
how can you be sure this line is a good fit to our data? what about now?

<brainstorming with your neighbor>

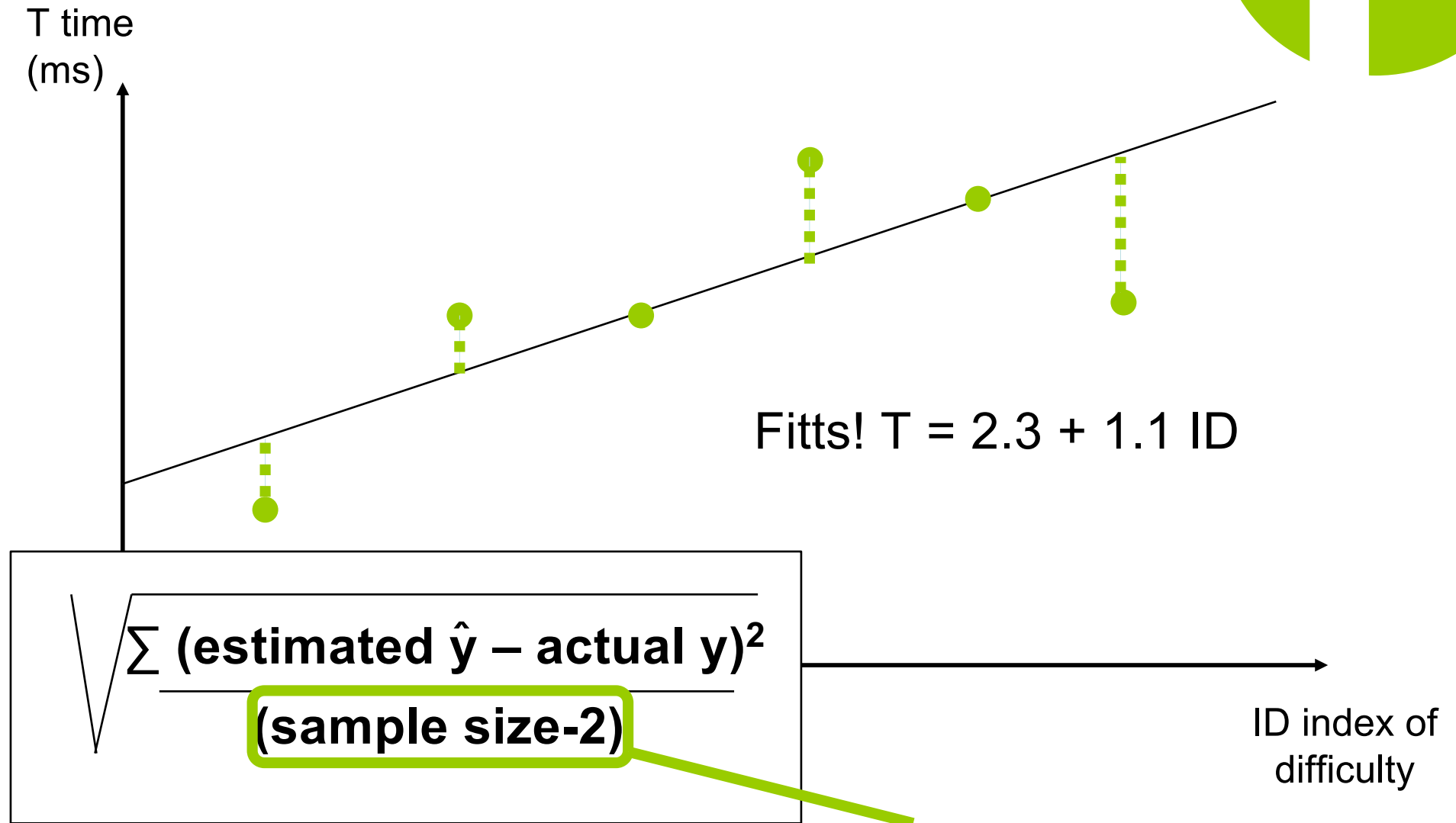
we can compute the **goodness of fit** with several methods

e.g. standard error of the estimate
or R squared

standard error of the estimate



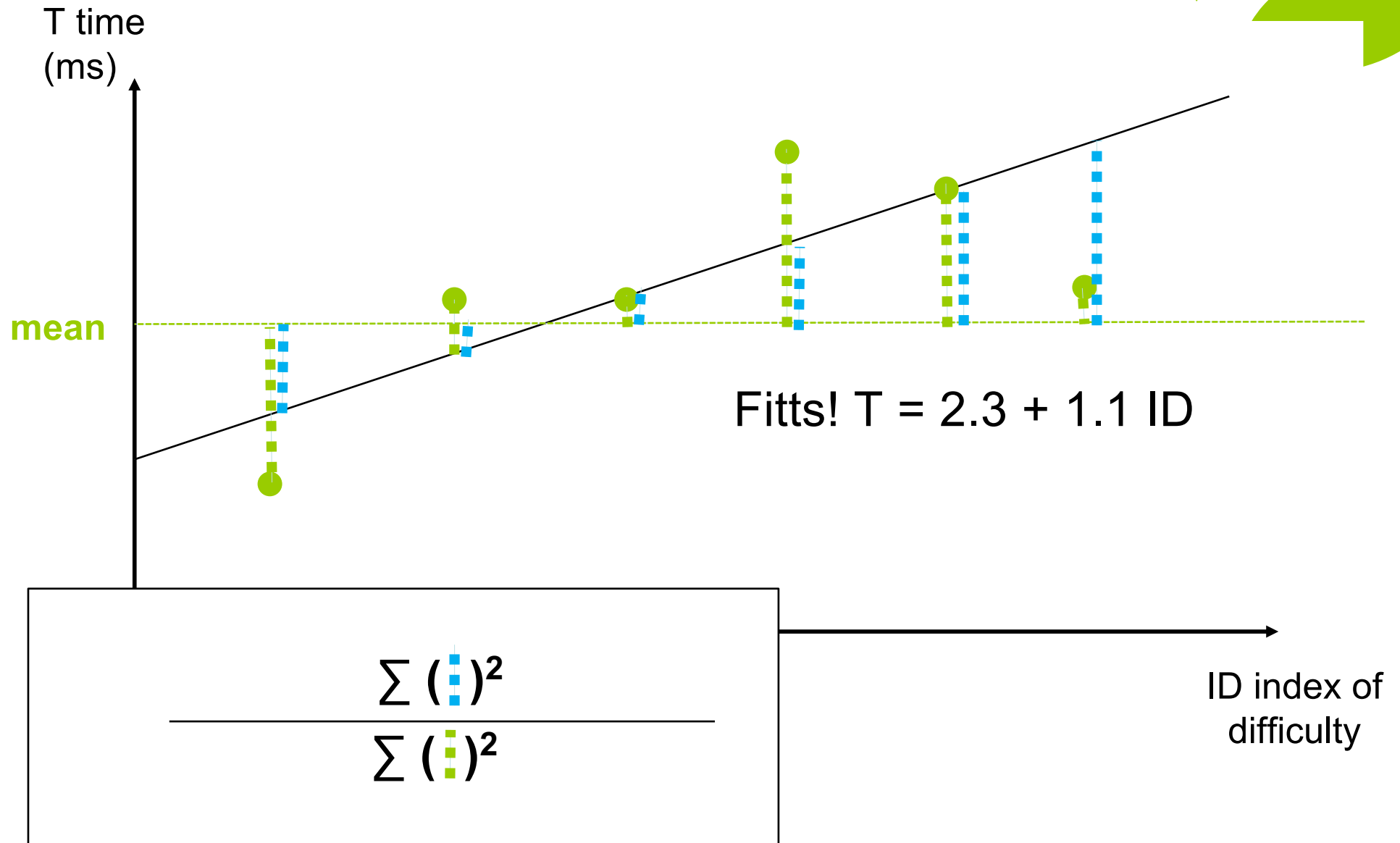
standard error of the estimate



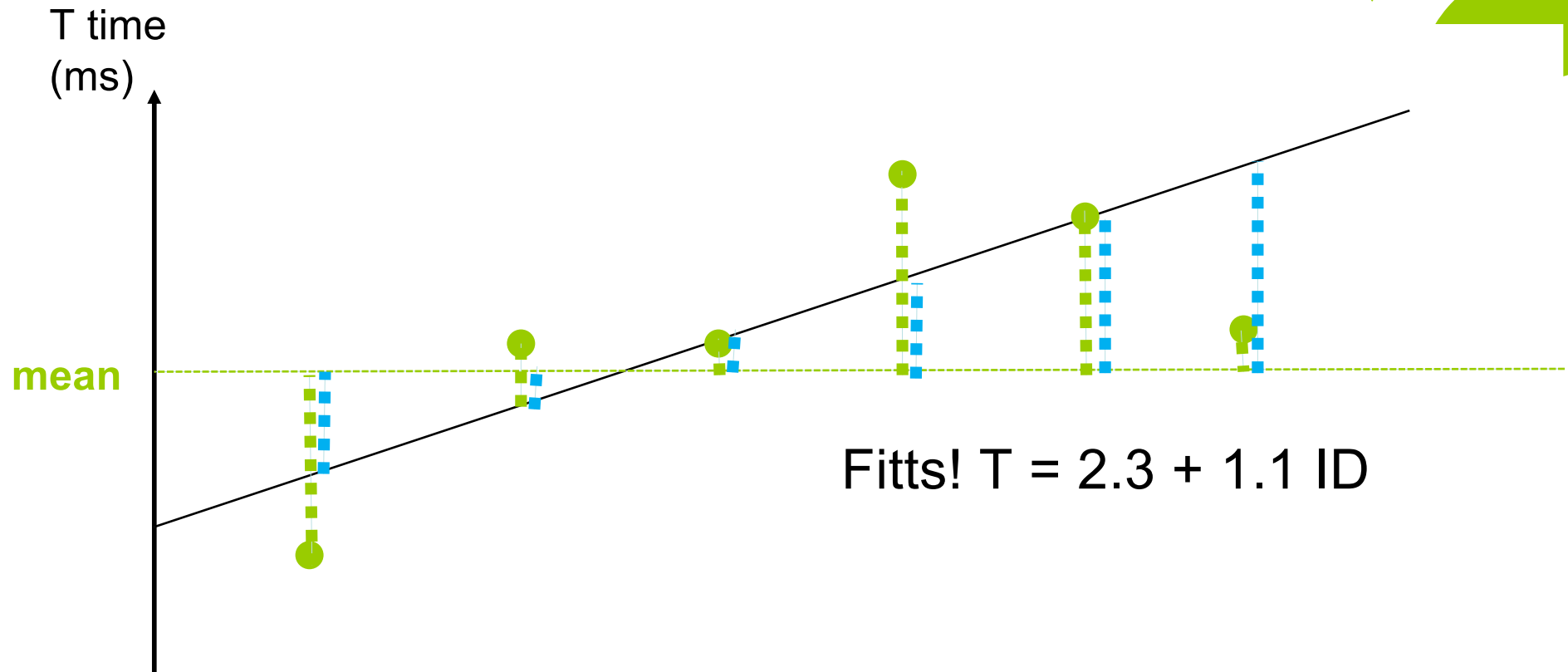
also called degree of freedom

S gives a standard error in the metric of the data (the less the better)

R squared



R squared

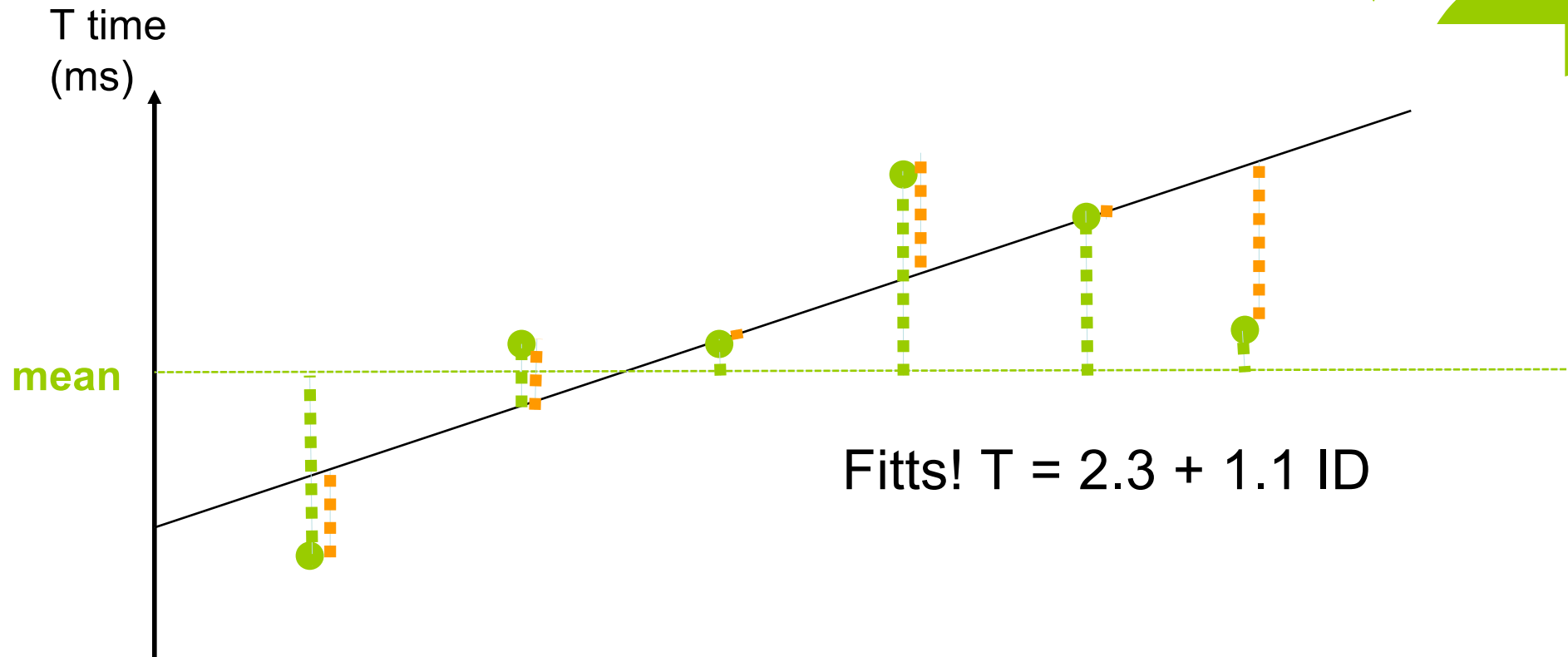


Fitts! $T = 2.3 + 1.1 \text{ ID}$

$$\frac{\sum (\text{estimated } \hat{y} - \text{mean } y)^2}{\sum (\text{actual } y - \text{mean } y)^2}$$

this formula works if your line is computed by the least square regression method (the one used by R)

R squared

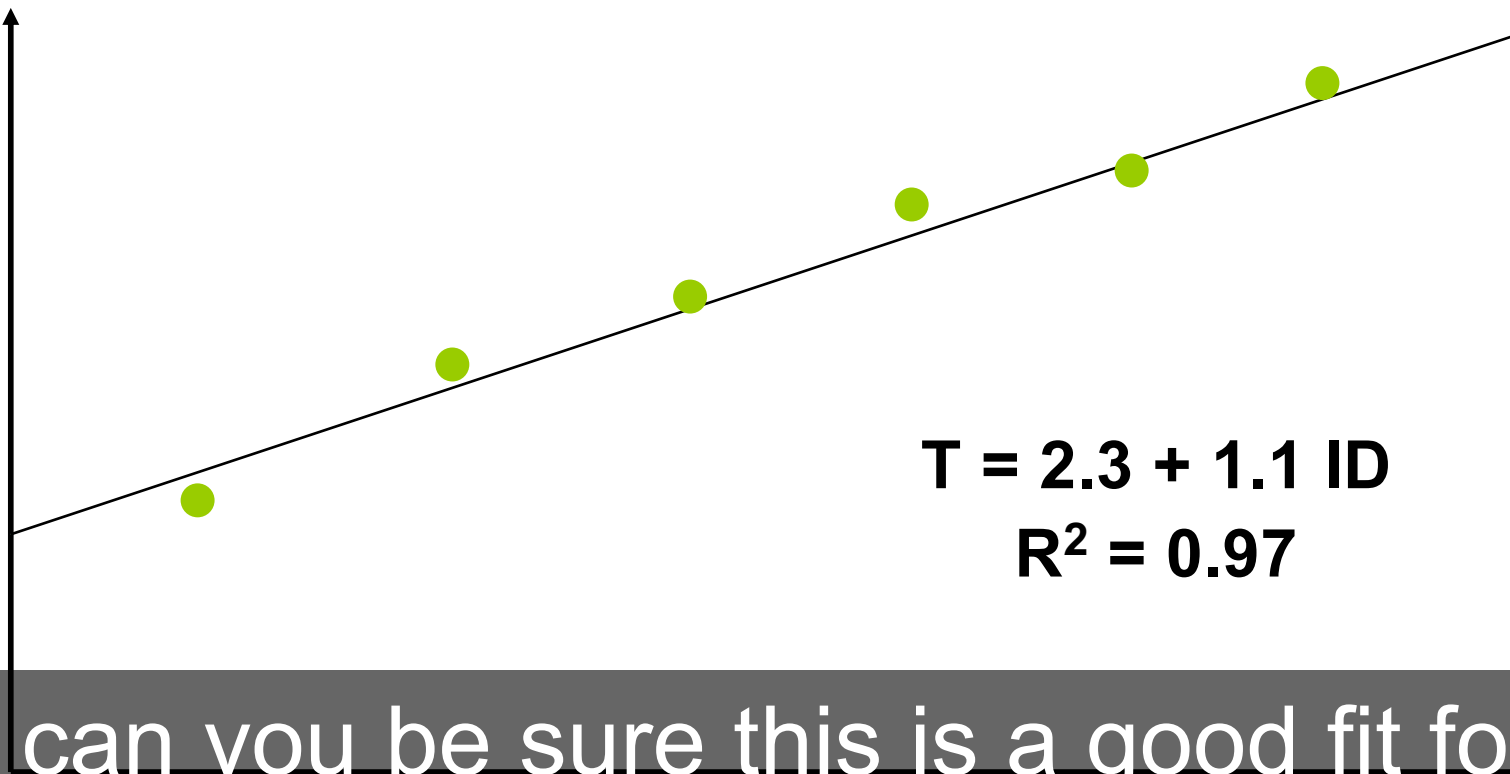


$$1 - \frac{\sum (\text{actual } y - \text{estimated } \hat{y})^2}{\sum (\text{actual } y - \text{mean } y)^2}$$

you could also find it
in a this format which
is **more genetic**

R^2 gives a percentage and 100% means perfect fit
(>70% is better)

T time
(ms)



$$T = 2.3 + 1.1 ID$$
$$R^2 = 0.97$$

how can you be sure this is a good fit for all human?

ID index of
difficulty

to **gain additional confidence** we repeat

we gain trust in a model if it fits the data with **little error** when

1. it is verified with a **lot of data**
2. it holds across very **different people**
3. it is verified in **independent studies...**



The information capacity of the human motor system in controlling the amplitude of movement.

PM Fitts - Journal of experimental psychology, 1954 - psycnet.apa.org

Reports of 3 experiments testing the hypothesis that the average duration of responses is directly proportional to the minimum average amount of information per response. The results show that the rate of performance is approximately constant over a wide range of movement amplitude and tolerance limits. This supports the thesis that the performance capacity of the human motor system plus its associated visual and proprioceptive feedback mechanisms, when measured in information units, is relatively constant over a considerable ...

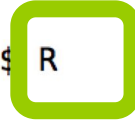
☆  Cited by 7707 Related articles All 18 versions Web of Science: 3367

Fitts's paper probably most cited in HCI, studies done and redone many times

practically



```
[vpn-user-244-044:~ nenisea$ R
```



Install at
<https://www.r-project.org/>

```
[> print ("hello world!")  
[1] "hello world!"  
> █
```

we will be using **R** and I will try to give you
as much as possible of examples



in your terminal

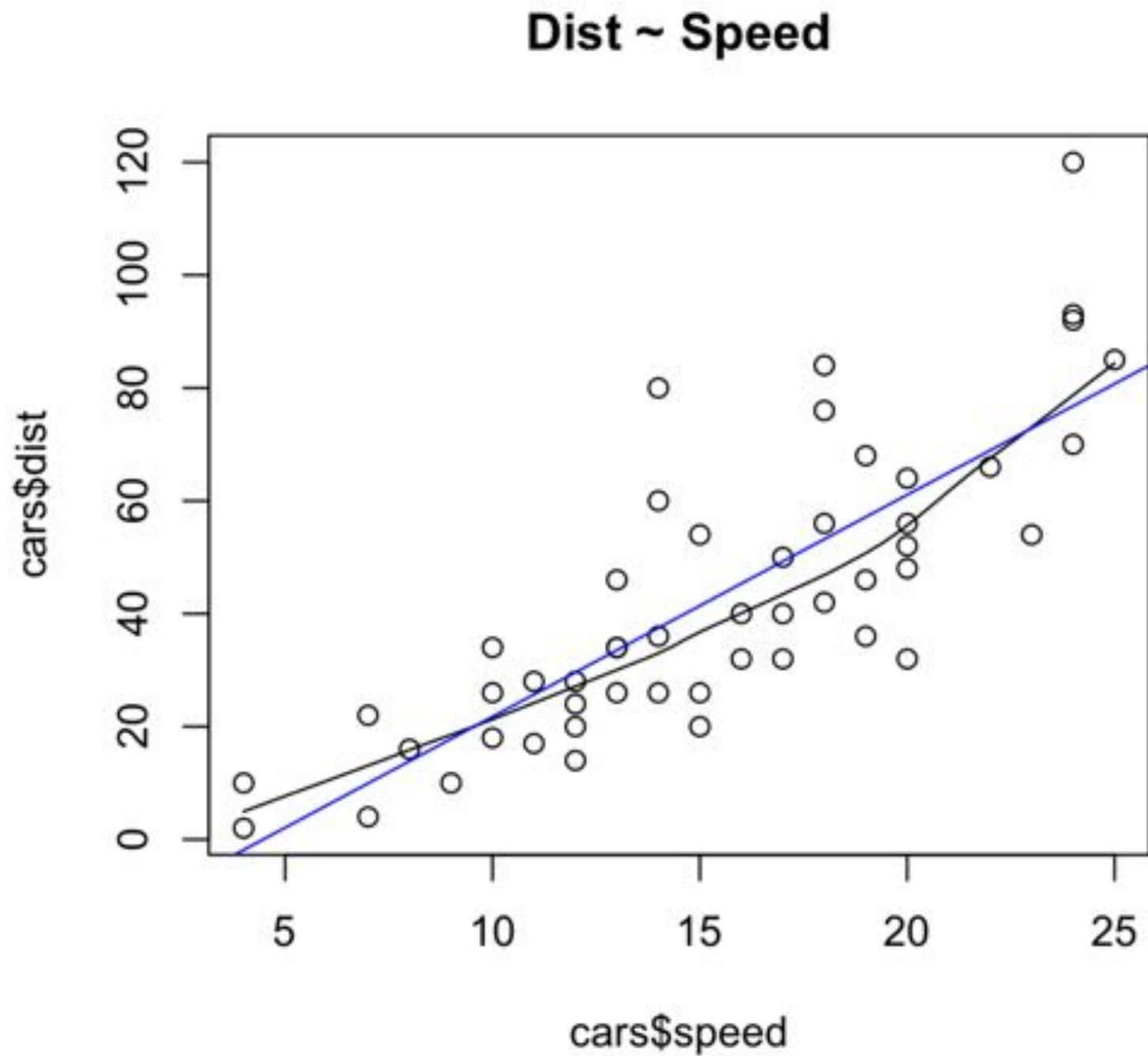
```
head(cars) # cars is a table that already comes with R and  
contain 50 observations of speed and distance in two rows
```

```
scatter.smooth(x=cars$speed, y=cars$dist, main="Dist ~  
Speed")
```

```
linearMod <- lm(dist ~ speed, data=cars) # build linear  
regression model
```

```
abline(linearMod, col="blue") # draw the regression line
```

```
summary(linearMod) # goodness of fit
```





```
Call:
lm(formula = dist ~ speed, data = cars)
```

```
Residuals:
```

```
      Min       1Q   Median       3Q      Max
-29.069  -9.525  -2.272   9.215  43.201
```

dist = -17.5791 + 3.9324 * speed

```
Coefficients:
```

	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-17.5791	6.7584	-2.601	0.0123	*
speed	3.9324	0.4155	9.464	1.49e-12	***

```
---
```

```
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
Residual standard error: 15.38 on 48 degrees of freedom
```

```
Multiple R-squared:  0.6511, Adjusted R-squared:  0.6438
```

```
F-statistic: 88.57 on 1 and 48 DF,  p-value: 1.49e-12
```



```
Call:
lm(formula = dist ~ speed, data = cars)
```

```
Residuals:
```

```
      Min       1Q   Median       3Q      Max
-29.069  -9.525  -2.272   9.215  43.201
```

```
Coefficients:
```

```
              Estimate Std. Error t value Pr(>|t|)
(Intercept) -17.5791     6.7584   -2.601   0.0123 *
speed         3.9324     0.4155    9.464 1.49e-12 ***
```

also note this

pvalue<0.01

pvalue <0

```
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
Residual standard error: 15.38 on 48 degrees of freedom
Multiple R-squared:  0.6511, Adjusted R-squared:  0.6438
F-statistic: 89.57 on 1 and 48 DF,  p-value: 1.49e-12
```

(will explain next week)

usages of
regressions

Pablo Picasso MARIE THERESE WALTER Esta

Item --
condition:

"Mint"

Quantity:

1

4 available / 241 sold

Price: **US \$39.99**

Buy It Now

Add to cart

285 watchers

[Add to watch list](#)

predicting ebay's online auction prices
using functional data analysis

BillMeLater New customers get \$15 back on 1st purchase
Subject to credit approval. [See terms](#)

\$ Have one to sell? [Sell it yourself](#)

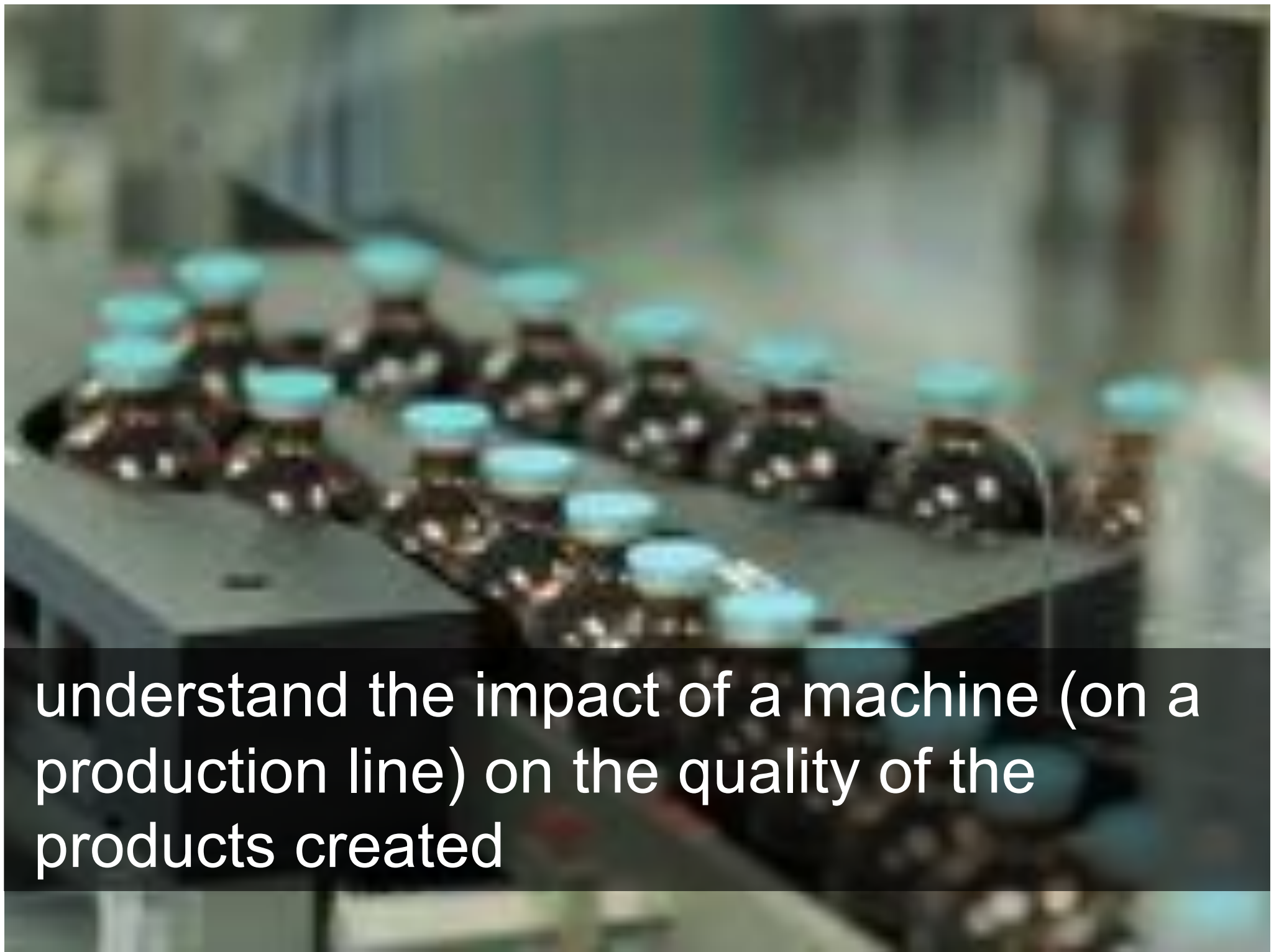


predicting the number of passerby who will pass in front of a public display and use the data for choosing advertisement prices

A close-up photograph of an "Insurance Claim Form" resting on a dark wooden desk. A pair of glasses with dark frames and reddish-brown lenses is positioned in the upper left corner. A silver pen lies diagonally across the bottom right of the form. The form itself is white with a grey header containing the title "Insurance Claim Form" in large, bold, black letters. Below the header, the form is divided into several sections with various fields and checkboxes. Some of the visible text includes "MEDICAL", "CHAMPUS", "CHAMPVA", "GROUP PLAN", "FECA", "RELATIONSHIP", "DATE", "STATE", "ZIP CODE", and "OTHER INFORMATION". The form is partially filled out with handwritten information.

Insurance Claim Form

predicting the number of claim in a given time period (used by insurance companies)



understand the impact of a machine (on a production line) on the quality of the products created



understand the relationship between wait times of callers and number of complaints in a call centre



retail store wants to extend shopping hours to increase sales, but regression indicates that increase in revenue not sufficient to support rise in operating expenses

you can also fit a curve =
polynomial fitting

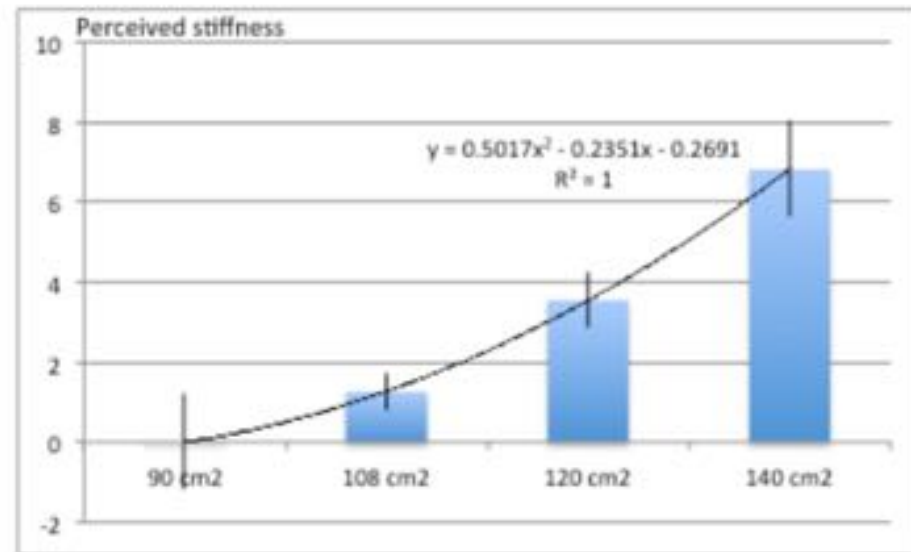


Figure 11. Bradley-Terry-Luce model output as well as a polynomial regression.

Our results are illustrated in Figure 11. We observed a clear distinction between the perceived stiffness of the 4 patches, the size of the patch increasing the perceived stiffness. In particular A is the least restrictive, followed by B, then C and then D is the most restrictive. We found that each paired comparison was significant ($p < 0.0125$). This thus allows us to compare the different patches and conclude that D is the most efficient patch. We also performed a polynomial regression on our data and found a very accurate fit: $y = 0.5017x^2 - 0.2351x - 0.2691$ ($R^2 = 1$). This suggests a quadratic correlation between the area of the patch and the perceived stiffness, which allows us to imagine bigger patches in order to restrict movements of the knee, which would require more stiffness. Of course further investigations need to be done to confirm this.

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Patch



polynomial regression model

```
Mod2 <- lm(dist~poly(speed,2,raw=TRUE), data=cars)
```

```
Mod3 <- lm(dist~poly(speed,3,raw=TRUE), data=cars)
```

```
Mod4 <- lm(dist~poly(speed,4,raw=TRUE), data=cars)
```

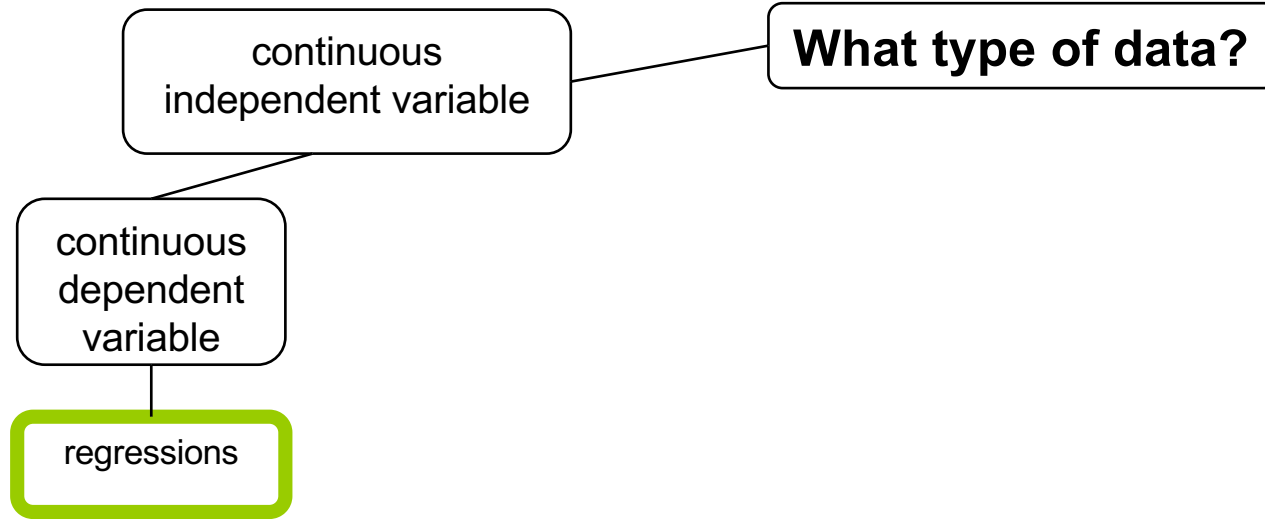
summary

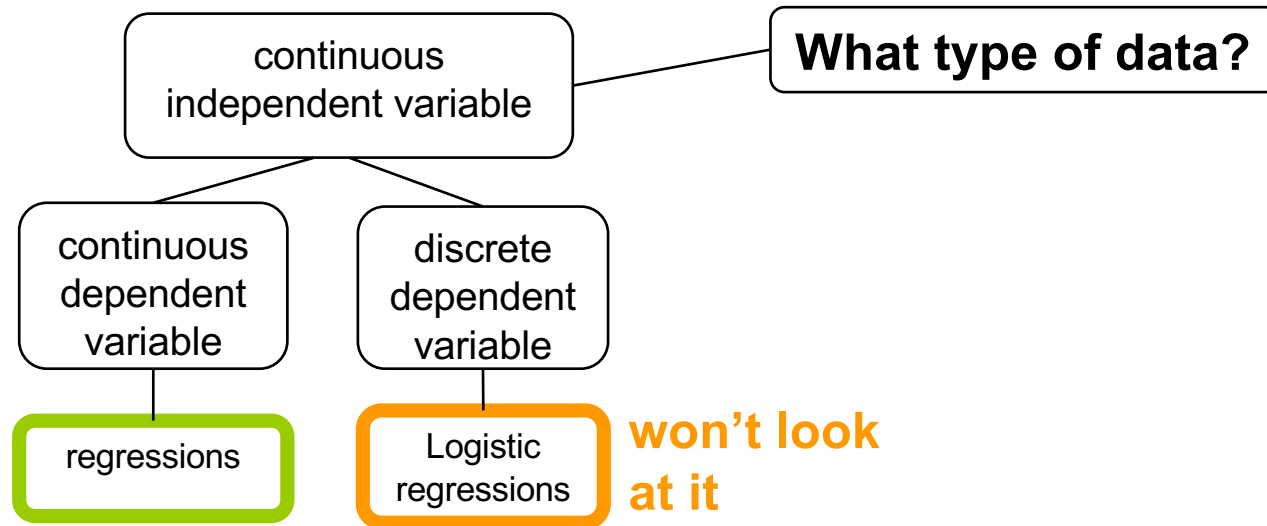
What type of data?

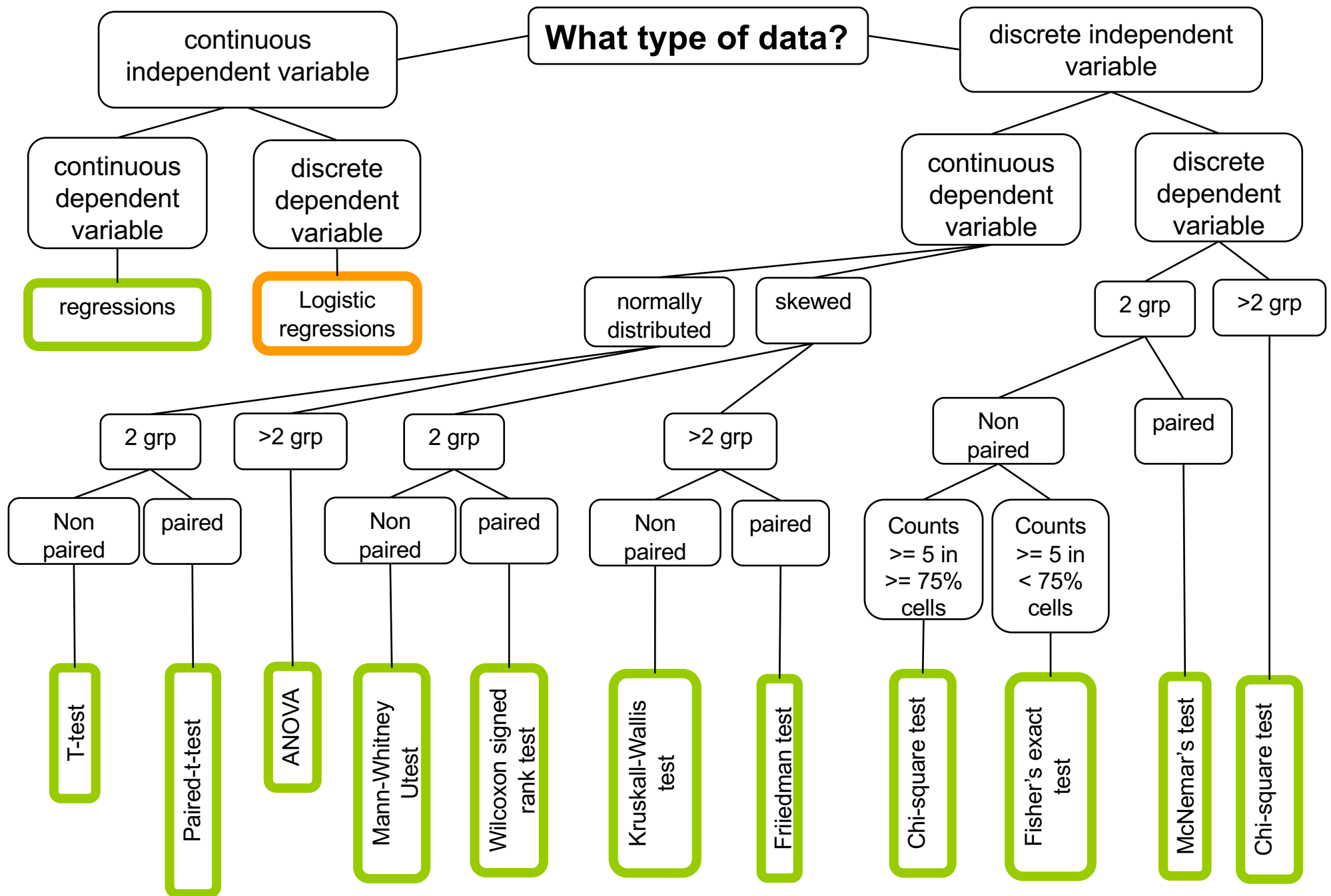
continuous
independent variable

continuous
dependent
variable

regressions







What type of data?

continuous independent variable

discrete independent variable

continuous dependent variable

discrete dependent variable

continuous dependent variable

discrete dependent variable

regressions

Logistic regressions

normally distributed

skewed

2 grp

>2 grp

by the end of this unit you will know **what statistics tests** to perform depending on your data and **how**

T-test

Paired-t-test

ANOVA

Mann-Whitney Utest

Wilcoxon signed rank test

Kruskall-Wallis test

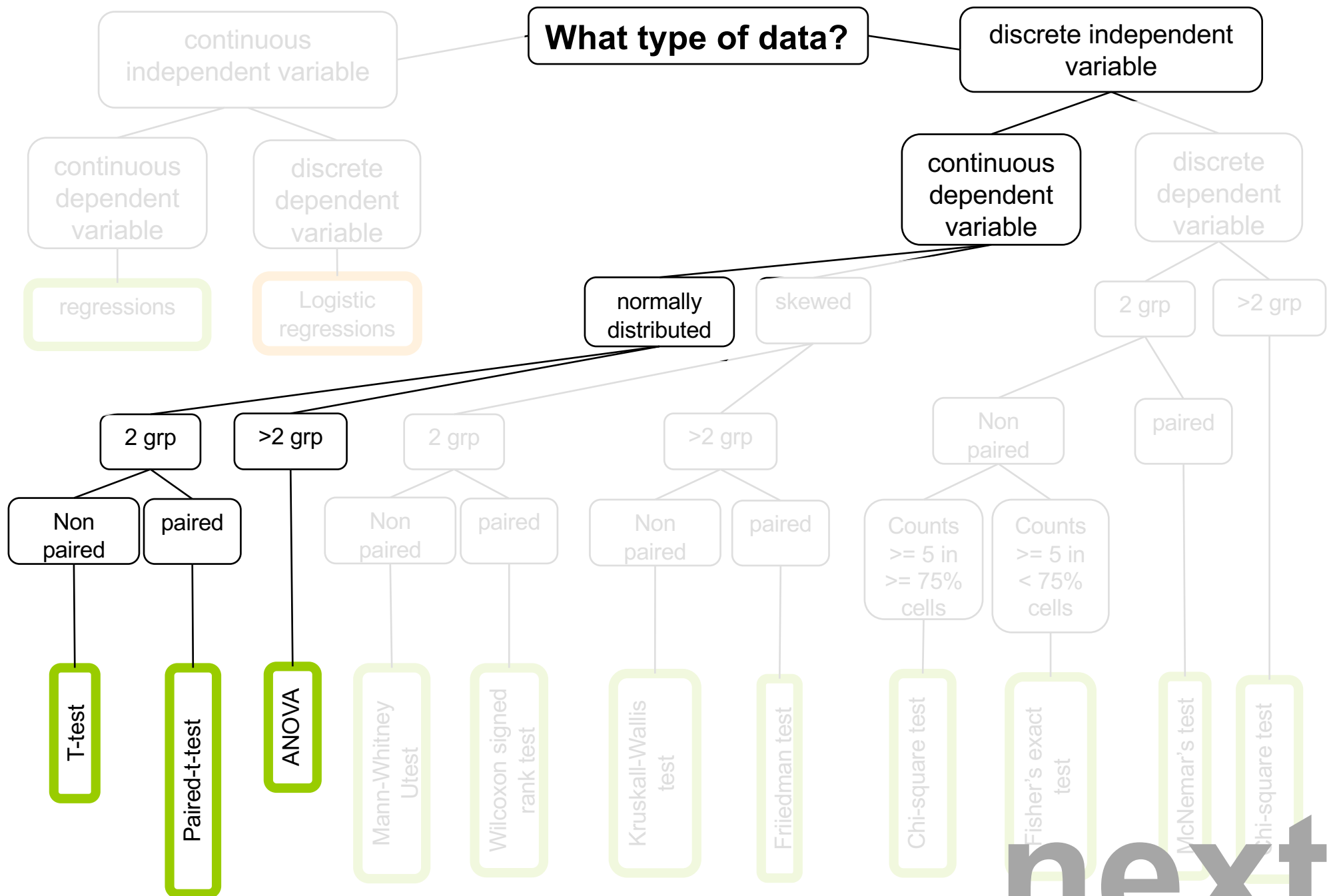
Friedman test

Chi-square test

Fisher's exact test

McNemar's test

Chi-square test



next

1. Linear regression
2. Hypothesis testing, comparing things
3. Experimental design a: T-test
4. Experimental design b: ANOVA
5. How T-test and ANOVA work
6. Non-parametric tests a, normality tests
7. Non-parametric tests b
8. Categorical data: Chi-square
9. Sample size, power and effect size
10. Alternatives to p value testing
11. Questions before exam

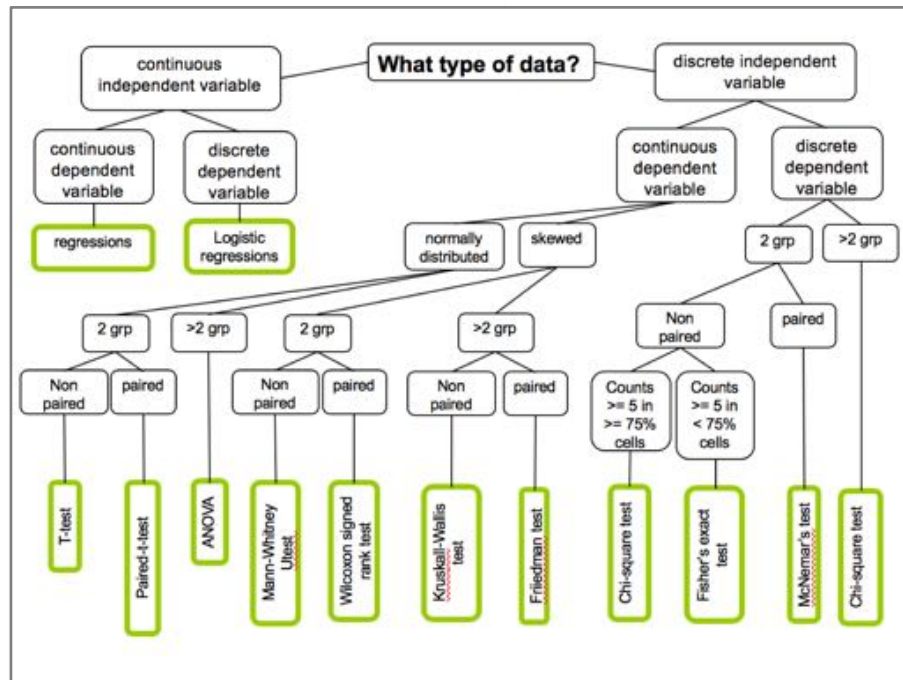
unit menu

resources

CHOOSING THE CORRECT STATISTICAL TEST IN SAS, STATA, SPSS AND R

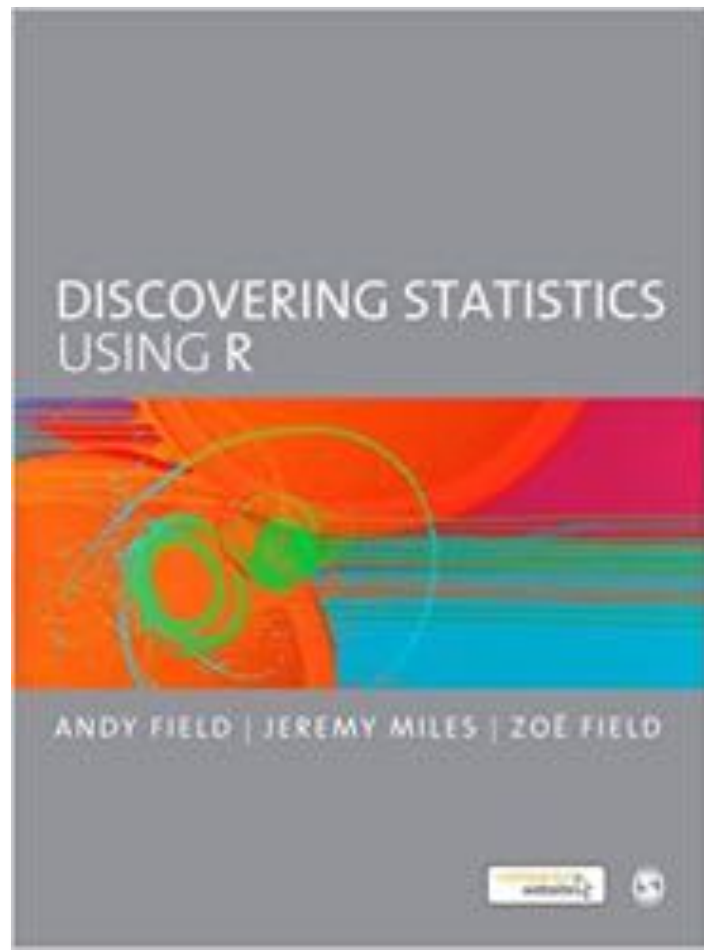
The following table shows general guidelines for choosing a statistical analysis. We emphasize that these are general guidelines and should not be construed as hard and fast rules. Usually your data could be analyzed using more than one test. You should choose among them based on the number of dependent variables (sometimes referred to as outcome variables), the nature of your independent variables (sometimes referred to as predictors). You also want to consider the distribution of your data (see [What is the difference between categorical, ordinal and interval variables?](#) for more information on this). The table then shows one or more statistical tests commonly used given these types of data.

Number of Dependent Variables	Nature of Independent Variables	Nature of Dependent Variable(s)	Test(s)	How to SAS	How to Stata	How to SPSS	How to R
1	0 IVs (1 population)	Interval & normal	one sample t-test	SAS	Stata	SPSS	R
		ordinal or interval	one-sample median	SAS	Stata	SPSS	R
		categorical (2 categories)	binomial test	SAS	Stata	SPSS	R
		categorical	Chi-square goodness-of-fit	SAS	Stata	SPSS	R
	1 IV with 2 levels (independent groups)	Interval & normal	2 independent sample t-test	SAS	Stata	SPSS	R
		ordinal or interval	Wilcoxon Mann-Whitney test	SAS	Stata	SPSS	R
		categorical	Chi-square test	SAS	Stata	SPSS	R
			Fisher's exact test	SAS	Stata	SPSS	R
		Interval & normal	one-way ANOVA	SAS	Stata	SPSS	R
		ordinal or interval	Kruskal-Wallis	SAS	Stata	SPSS	R
		categorical	Chi-square test	SAS	Stata	SPSS	R
	matched groups	Interval & normal	paired t-test	SAS	Stata	SPSS	R
		ordinal or interval	Wilcoxon signed ranks test	SAS	Stata	SPSS	R
		categorical	McNemar	SAS	Stata	SPSS	R
	dependent/matched groups	Interval & normal	one-way repeated measures ANOVA	SAS	Stata	SPSS	R
		ordinal or interval	Friedman test	SAS	Stata	SPSS	R
		categorical (2 categories)	repeated measures logistic regression	SAS	Stata	SPSS	R
	3 groups	Interval & normal	factorial ANOVA	SAS	Stata	SPSS	R
		ordinal or interval	ordered logistic regression	SAS	Stata	SPSS	R
		categorical (2 categories)	factorial logistic regression	SAS	Stata	SPSS	R
		Interval & normal	correlation	SAS	Stata	SPSS	R
		Interval & normal	simple linear regression	SAS	Stata	SPSS	R
		ordinal or interval	non-parametric correlation	SAS	Stata	SPSS	R
		categorical	simple logistic regression	SAS	Stata	SPSS	R
	1 or more Interval IVs and/or 1 or more categorical IVs	Interval & normal	multiple regression	SAS	Stata	SPSS	R
			analysis of covariance	SAS	Stata	SPSS	R
		categorical	multiple logistic regression	SAS	Stata	SPSS	R
			discriminant analysis	SAS	Stata	SPSS	R
2+	1 IV with 2 or more levels (independent groups)	Interval & normal	one-way MANOVA	SAS	Stata	SPSS	R
	2+	Interval & normal	multivariate multiple linear regression	SAS	Stata	SPSS	R
	0	Interval & normal	factor analysis	SAS	Stata	SPSS	R
2 sets of 2+	0	Interval & normal	canonical correlation	SAS	Stata	SPSS	R



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<https://stats.idre.ucla.edu/other/mult-pkg/whatstat/>



the **text book** I am using and a suggestion of **YouTube video channel**

videos on regressions

<https://www.youtube.com/watch?v=WWqE7YHR4Jc>

<https://www.youtube.com/playlist?list=PLF596A4043DBEAE9C>

1. Explain what is a linear regression
2. Give the terminology of a regression line
3. Give the two formulas of goodness of fit
4. Be able to compute the two formulas given a few observations

take away

end