

The background of the slide features a stylized globe on the left side, partially obscured by a dense, flowing pattern of binary code (0s and 1s) in light blue and white. The overall color palette is a mix of light blue, teal, and white, giving it a high-tech, digital feel.

Foundations of Data Science: A/B testing - Issues in A/B testing

Statistical versus practical significance

A p -value, or statistical significance, does not measure the size of an effect or the importance of a result. Statistical significance is not equivalent to scientific, human, or economic significance. Smaller p -values do not necessarily imply the presence of larger or more important effects, and larger p -values do not imply a lack of importance or even lack of effect. Any effect, no matter how tiny, can produce a small p -value if the sample size or measurement precision is high enough, and large effects may produce unimpressive p -values if the sample size is small or measurements are imprecise. Similarly, identical estimated effects will have different p -values if the precision of the estimates differs.

Ethics

- Informed consent
- Data protection

Comparing two samples

