Ice Cream Study Results

1

Hypothesis

- Research hypothesis: There is a difference between Heads scores and Tails mean scores
- Establish the alpha level.
  We set a two-tailed alpha level at $\alpha = 0.05$
- Analysis: independent t-test

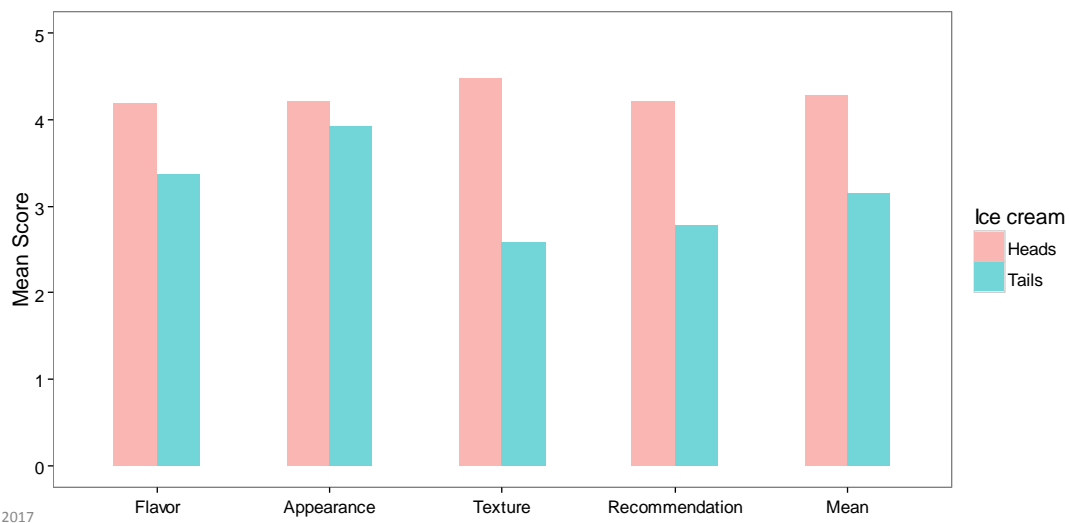- **"Heads" was ice cream with more fat and "Tails" was frozen yogurt with more sugar.**

2

Table

Question	Heads Group	Tails Group	p-value
	Mean ± SD (n=27)	Mean ± SD (n=14)	
Flavor of the ice cream	4.19 ± 0.79	3.36 ± 1.08	0.008**
Appearance of the ice cream	4.22 ± 0.80	3.93 ± 1.14	0.343
Texture of the ice cream	4.48 ± 0.70	2.57 ± 1.45	0.000**
Likelihood you would recommend this ice cream to others	4.22 ± 0.97	2.77 ± 1.54	0.001**
Total Mean	**4.28 ± 0.73**	**3.15 ± 1.12**	**0.000****

2017

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Histogram by questions and timepoint

2017

4

Interpretation

1. In **Flavor** of the ice cream, the Heads mean scores are significantly higher than Tails.
2. In **Appearance** of the ice cream, there is <u>no difference</u> between the Heads mean scores and Tails.
3. In **Texture** of the ice cream, the Heads mean scores are significantly higher than Tails.
4. In **Likelihood you would recommend** this ice cream to others, the Heads mean scores are significantly higher than Tails.

For mean scores, the Heads mean scores are significantly higher than Tails.

2017

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