105.708 Data Acquisition and Survey Methods

Exercise 1

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Mark in Tuwel 20.03.2018 14:00 which tasks you completed Each exercise should have a conclusion using full sentences!

Task 1

If you can read German read the articles at http://www.spiegel.de/thema/die_akte_marktforschung/ and be prepared to tell a bit about this scandal and why these companies cheat. For non-German speakers a very short summary can be found at https://analytica.questiagroup.com/fabricated-market-research/

Task 2

Prepare using Rmarkdown a small report (preferably pdf) explaining the paired t-test. Assumptions, test statistic, distribution and so on.

Search from somewhere data that can be used as example data.

Show in R code chunks summaries of the data and a visualization as well as the results of the paired t-test.

Task 3

Prepare using Rmarkdown a small report (preferably pdf) explaining the two sample t-test for the equal variances case. State assumptions, test statistic, distribution and so on.

Search from somewhere data that can be used as example data.

Show in R code chunks summaries of the data and a visualization as well as the results of the two sample t-test.