A Continuous outcome data with main effect
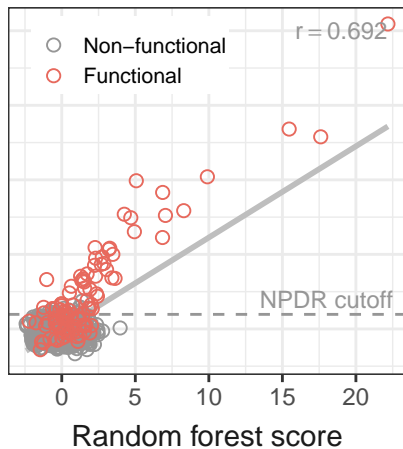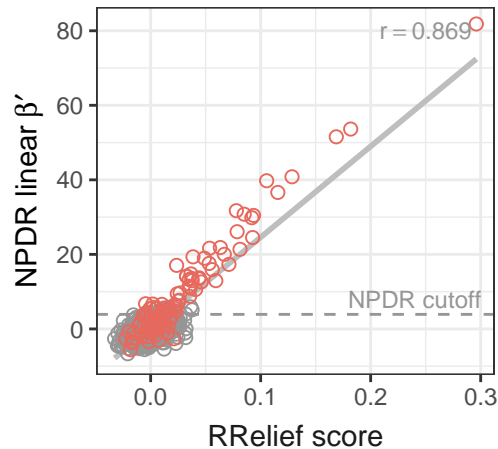
B Dichotomous outcome data with interaction effect