

Cell means vs. factorial model

Factorial:

	B_1	B_2
A_1		
A_2		
A_3		

 (with interaction)
→ 6 different cell means

Cell means:

$A_1 B_1$	$A_1 B_2$	$A_2 B_1$	$A_2 B_2$	$A_3 B_1$	$A_3 B_2$
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 → 6 different cell means
(no untangling into main effects & inter.)

⇒ the fitted values are the same!