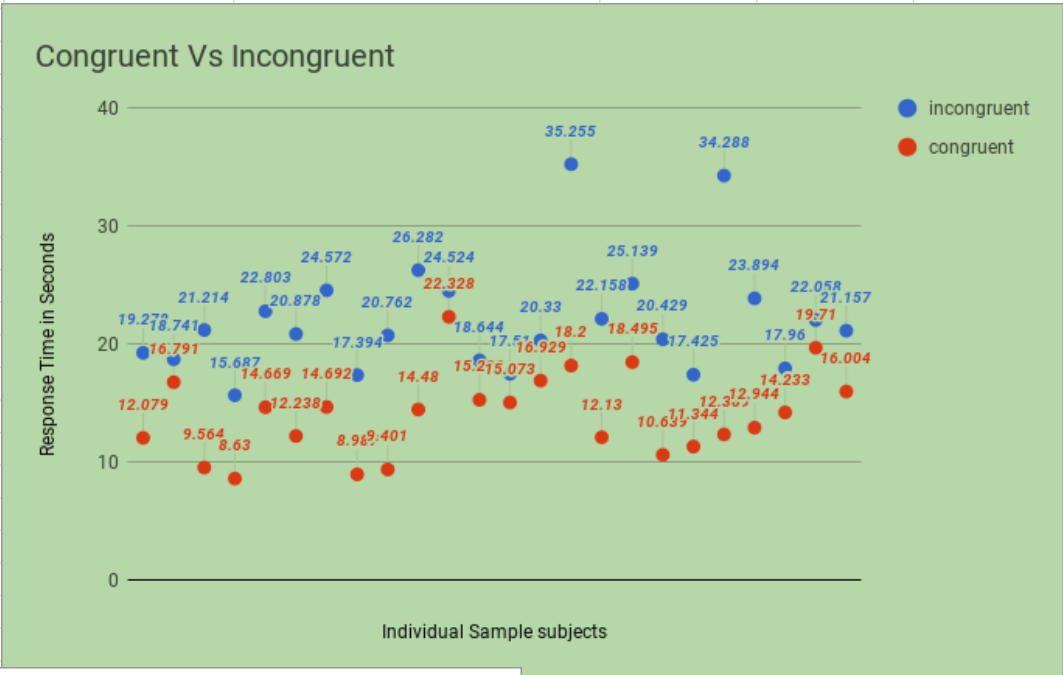
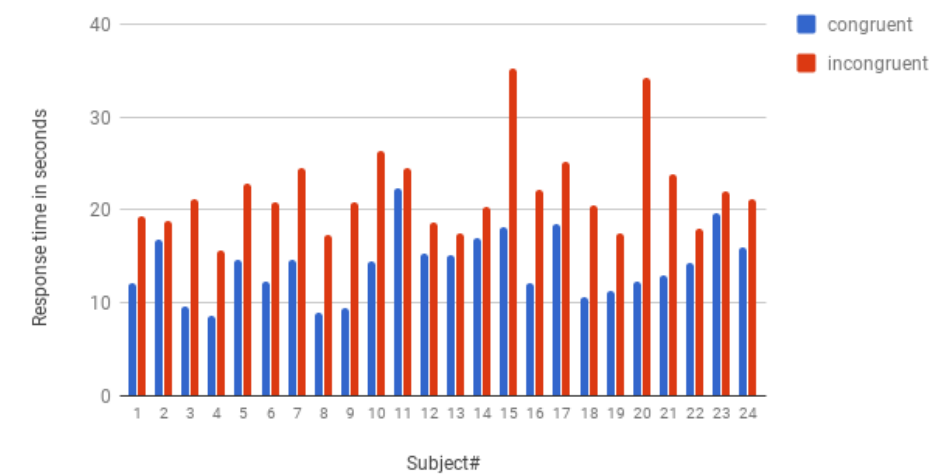


[illegible]

Data Visualization

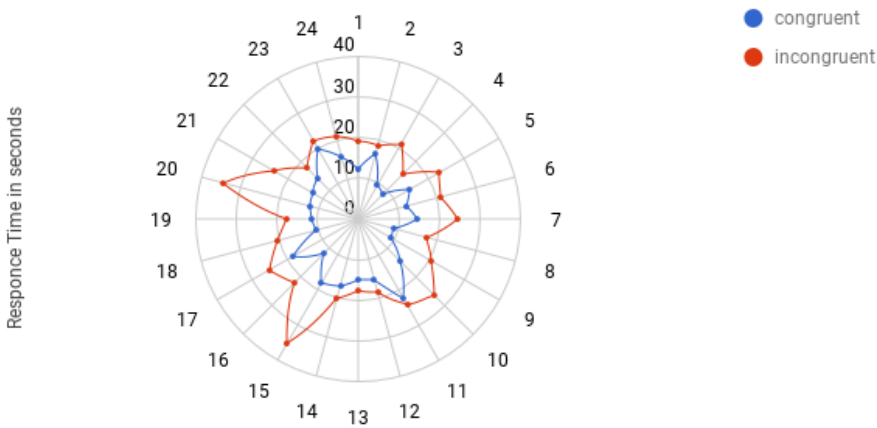


congruent vs incongruent



Congruent vs Incongruent

Congruent and Incongruent subjects vs response time



Statistical Test									
Difference in Congruent and Incongruent	Deviation from mean	Square	Variance	Standard Error	Point Estimate				
7.199	-0.7657916667	0.5864	23.66654087	4.86482691	7.964791667				
1.95	-6.014791667	36.177							
11.65	3.685208333	13.580		t-statistics ->	8.020706944				
7.057	-0.9077916667	0.8240		Degree of freedom(sample size - 1) ->	23				
8.134	0.1692083333	0.0286		t-critical from t-table for alpha level 0.05 for two tailed t-test for 23 degree of freedom->	-2.069 or +2.069	2.06865761	<- Calculating the T-Critical using TINV(0.05,23)		
8.64	0.6752083333	0.4559							
9.88	1.915208333	3.6680		Null Hypotheses ->	The null hypotheses is that there is no change in the response time in recognizing the congruent words vs the response time in recognizing the incongruent words. i.e., ($\mu_c = \mu_i$) or ($\mu_c - \mu_i = 0$).				
8.407	0.4422083333	0.1955		Alternative Hypotheses ->	The alternative hypotheses is that there is a significant difference in the response time in recognizing the congruent words vs the response time in recognizing the incongruent words. That is the reponse time would have either increased or decreased significantly and is not by chance. i.e., ($\mu_c \neq \mu_i$) or ($\mu_c - \mu_i \neq 0$).				
11.361	3.396208333	11.534							
11.802	3.837208333	14.724		Margin of Error ->	2.054576245				
2.196	-5.768791667	33.278		Critical Interval - Lower point->	5.910215421				
3.346	-4.618791667	21.333		Critical Interval - Upper point->	10.01936791				
2.437	-5.527791667	30.556							
3.401	-4.563791667	20.828							
17.055	9.090208333	82.631							
10.028	2.063208333	4.2568							
6.644	-1.320791667	1.7444							
9.79	1.825208333	3.3313							
6.081	-1.883791667	3.5486		Conclusion ->	Since t-statistics is greater than positive t-critical value, we can conclude that the t-statistics falls in the critical region. Hence we can reject the Null Hypotheses .				
21.919	13.95420833	194.71			We can conclude that Incongruent condition will require more response time than Congruent condition.				
10.95	2.985208333	8.9114							
3.727	-4.237791667	17.958							
2.348	-5.616791667	31.548							
5.153	-2.811791667	7.9061							
7.964791667	<- Mean of difference between Congruent and Incongruent								