

# Chapter 5 - Introduction to Factorial Designs

# Factorial Designs

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- So far we discussed experiments involving one factor
  - ❑ Compare two conditions; t-tests (Ch 2)
  - ❑ Compare many conditions; F-tests, one-way ANOVA (Ch 3)
  - ❑ Compare many conditions while blocking for nuisance factors; two-way ANOVA, general linear model (Ch 4)
- Many experiments involve studying two or more factors
  - ❑ Factorial designs; multi-factor ANOVA, general linear model (Ch 5);

# Factorial Designs

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- Factorial design is an experimental design in which in each complete replication of the experiment all possible combinations of the levels of the factors are investigated
  - ❑ Factor levels are varied “simultaneously”
  - ❑ When factors are arranged in a factorial design the factors are said to be crossed
- Factorial designs allow studying the joint (or interaction) effects of multiple factors

# Factorial Designs: Interactions

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- Interaction between factors (from Chapter 1):
  - ❑ Synergy between factors
  - ❑ combined effect of factor levels that is above and beyond the sum of the individual effects of the factors
- Example: Sales of a product in a store
  - ❑ Adding a certain amount of shelf space adds 10 units of sales.
  - ❑ Adding a certain amount of money to promotion adds 8 units of sales.
  - ❑ Add both shelf space and promotion \$s → 18 units of sales?
  - ❑ If the gain is  $> 18$  units → Positive interaction

# Factorial Designs: A two- factor, two-level experiment

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- Two factors, A and B, have potential effects on response  $y$ .
  - ❑ In the experiment, both factors are tested at two levels
  - ❑ # of levels,  $a = 2, b = 2$ .
  - ❑ Denote the two levels as “High” and “Low” or “+” and “-”

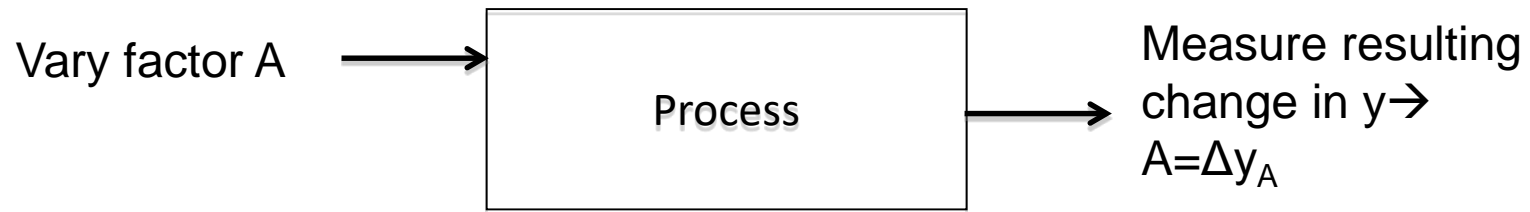
# Factorial Designs: A two- factor, two-level experiment

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- Two factors, A and B, have potential effects on response  $y$ .
  - ❑ In the experiment, both factors are tested at two levels
  - ❑ # of levels,  $a = 2, b = 2$ .
  - ❑ Denote the two levels as “High” and “Low” or “+” and “-”
- Effect of a factor A (denoted “A”)
  - ❑ Change in the response  $y$  produced by a change in the level of the factor A
  - ❑ Main effect (m.e.) of factor A
- Interaction between A and B (denoted “AB”)
  - ❑ Change in the response due to change in A not same at all levels of B → an interaction between A and B
  - ❑ Two factor interaction (2 f.i.) between A and B
- Higher order interactions (e.g., 3 f.i., 4 f.i.) may exist

# Factorial Designs: Two- factor, two-level experiment

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# Example: A two- factor, two-level experiment

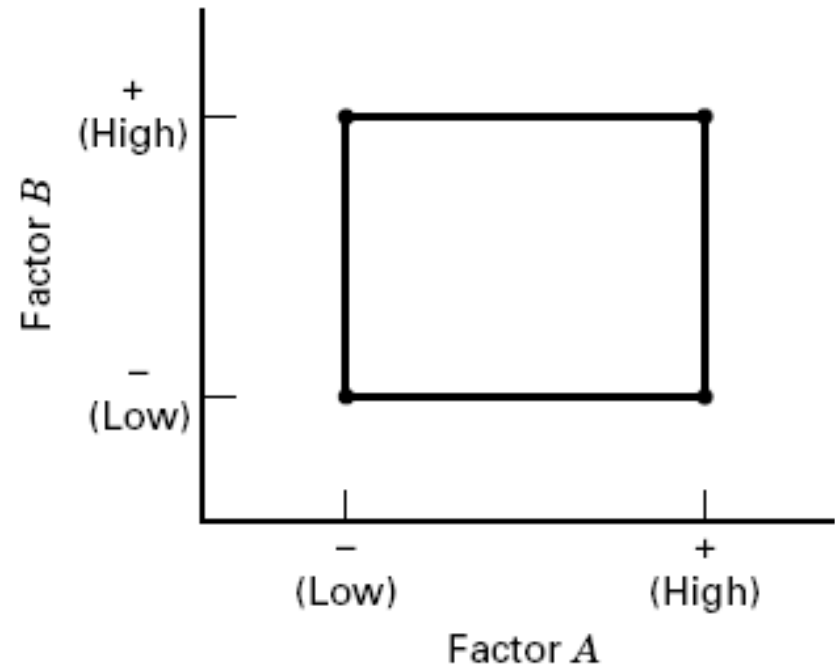
- Factors A and B tested at two-levels
  - 4 combinations. Response is measured at each combination once

- Main effect of A:  
(avg response at High level of A) –  
(avg response at Low level of A)

$$A = \bar{y}_{A+} - \bar{y}_{A-}$$

- Similarly, main effect of B:

$$B = \bar{y}_{B+} - \bar{y}_{B-}$$



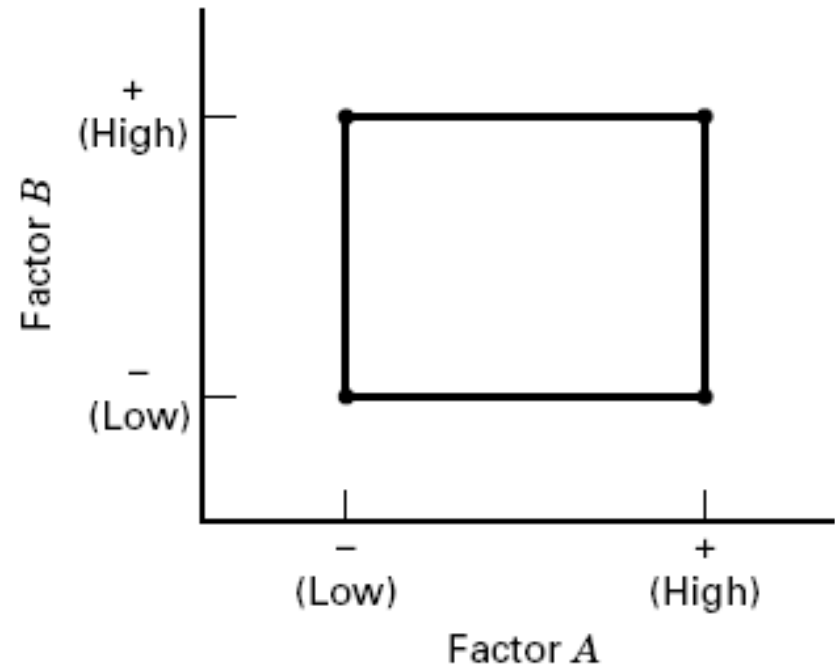


# Example: A two- factor, two-level experiment

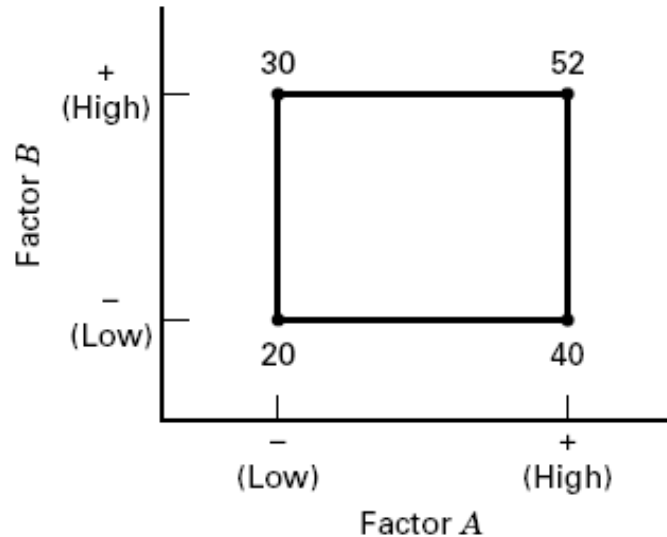
- Factors A and B tested at two-levels
  - 4 combinations. Response is measured at each combination once
- Interaction between A and B:

[(Main effect of A when B is high)-  
(Main effect of A when B is low) ]/ 2

$$AB = \frac{A \text{ at } B^+ - A \text{ at } B^-}{2}$$



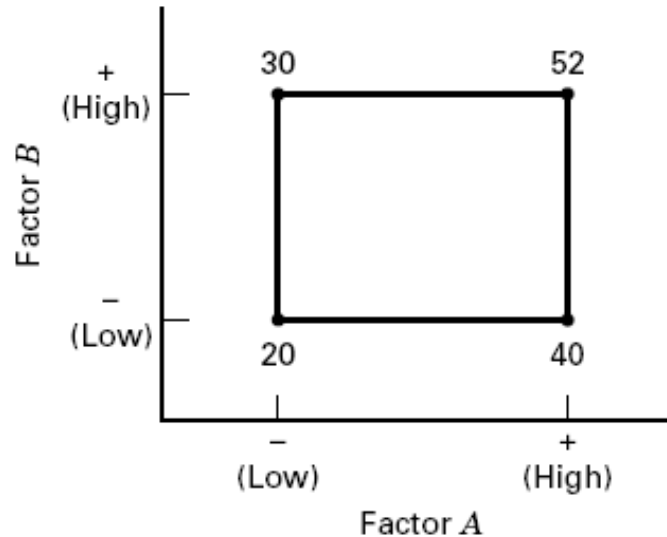
# Example 1 (Fig 5.1)



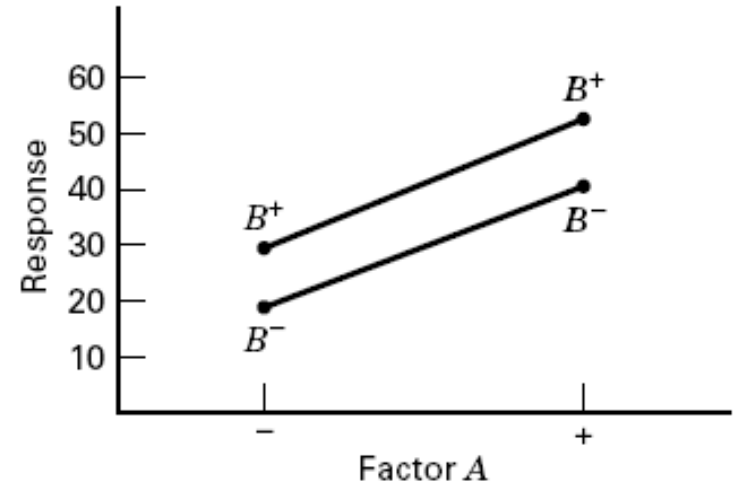
Main Effect of A---  $A = \bar{y}_{A^+} - \bar{y}_{A^-} = \frac{40+52}{2} - \frac{20+30}{2}$   
 $= 46 - 25 = 21$

Main Effect of B---  $B = \bar{y}_{B^+} - \bar{y}_{B^-} = \frac{30+52}{2} - \frac{20+40}{2}$   
 $= 41 - 30 = 11$

# Example 1 (Fig 5.1)



Two factor interaction plot



Main Effect of A---  $A = \bar{y}_{A^+} - \bar{y}_{A^-} = \frac{40+52}{2} - \frac{20+30}{2}$   
 $= 46 - 25 = 21$

Main Effect of B---  $B = \bar{y}_{B^+} - \bar{y}_{B^-} = \frac{30+52}{2} - \frac{20+40}{2}$   
 $= 41 - 30 = 11$

Interaction between A and B

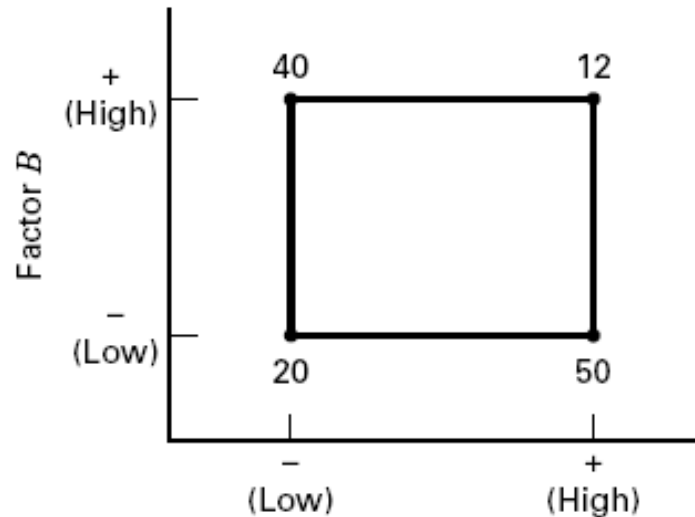
$$A \text{ at } B^+ = 52 - 30 = 22$$

$$A \text{ at } B^- = 40 - 20 = 20$$

$$AB = \frac{A \text{ at } B^+ - A \text{ at } B^-}{2} = \frac{22 - 20}{2} = 1$$

Interaction is small

# Example 2 (Fig 5.2)

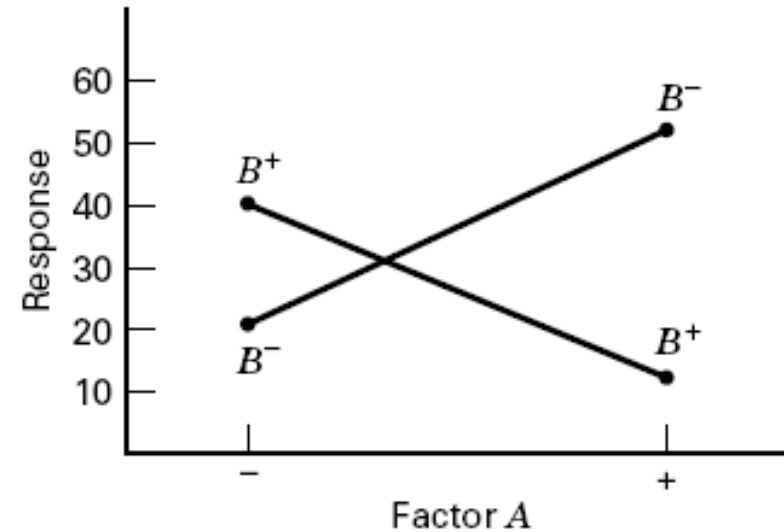
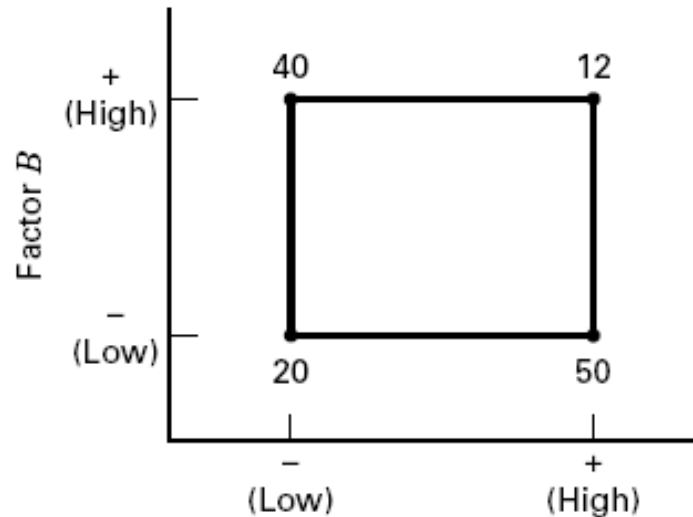


$$\begin{aligned}\text{Main Effect of A} &= \bar{y}_{A^+} - \bar{y}_{A^-} = \frac{50+12}{2} - \frac{20+40}{2} \\ &= 31 - 30 = 1\end{aligned}$$

$$\begin{aligned}\text{Main Effect of B} &= \bar{y}_{B^+} - \bar{y}_{B^-} = \frac{40+12}{2} - \frac{20+50}{2} \\ &= 26 - 35 = -11\end{aligned}$$

# Example 2 (Fig 5.2)

Two factor interaction plot



$$\text{Main Effect of A} \rightarrow A = \bar{y}_{A^+} - \bar{y}_{A^-} = \frac{50+12}{2} - \frac{20+40}{2} = 31 - 30 = 1$$

$$\text{Main Effect of B} \rightarrow B = \bar{y}_{B^+} - \bar{y}_{B^-} = \frac{40+12}{2} - \frac{20+50}{2} = 26 - 35 = -11$$

Interaction between A and B

$$A \text{ at } B^+ = 12 - 40 = -28$$

$$A \text{ at } B^- = 50 - 20 = 30$$

$$AB = \frac{A \text{ at } B^+ - A \text{ at } B^-}{2} = \frac{-28 - 30}{2} = -29$$

Interaction is large

# Interpretation of Interaction Effect

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- When interaction is significant main effects are not meaningful
  - ❑ In the case of Fig 5.2: if we consider only main effects, we may conclude that effect of A is not important
  - ❑ However, factor A has an effect, but it depends on the level of factor B
  - ❑ Significant interactions may mask the importance of main effects

# 5.3. Two-Factor Factorial Design

- General two-factor factorial design
  - ❑ Factor A has  $a$  levels. Factor B has  $b$  levels.
  - ❑  $ab$  treatment combinations. Each combination is replicated  $n$  times
  - ❑ all  $abn$  observations taken in random order (Completely randomized design)
- Two-way layout for observations:  $y_{ijk}$

|                              |          | Factor B (Column treatments)            |   |     |   |
|------------------------------|----------|---|---|-----|---|
|                              |          | 1                                       | 2                                       | ... | $b$                                     |
| Factor A<br>(Row treatments) | 1        | $y_{111}, y_{112},$<br>$\dots, y_{11n}$ | $y_{121}, y_{122},$<br>$\dots, y_{12n}$ |     | $y_{1b1}, y_{1b2},$<br>$\dots, y_{1bn}$ |
|                              | 2        | $y_{211}, y_{212},$<br>$\dots, y_{21n}$ | $y_{221}, y_{222},$<br>$\dots, y_{22n}$ |     | $y_{2b1}, y_{2b2},$<br>$\dots, y_{2bn}$ |
|                              | $\vdots$ |   |   |     |   |
|                              | $a$      | $y_{a11}, y_{a12},$<br>$\dots, y_{a1n}$ | $y_{a21}, y_{a22},$<br>$\dots, y_{a2n}$ |     | $y_{ab1}, y_{ab2},$<br>$\dots, y_{abn}$ |

# Example: battery life experiment (p. 187)

- Design of a battery with maximum life that will be subject to extreme temperatures. Test 3 plate materials at 3 temperature levels. Take  $n = 4$  replications
  - ❑ Factors : Material type (A) and Temperature (B)
  - ❑ Response: Battery life (hours)
  - ❑  $3^2$  factorial design.
- What effects do material type & temperature have on life? Main effects and Joint effects? Choice of material that would give long life regardless of temperature (a robust product)?

■ TABLE 5.1

Life (in hours) Data for the Battery Design Example

| Material Type | Temperature (°F) |     |     |     |     |     |
|---------------|------------------|-----|-----|-----|-----|-----|
|               | 15               |     | 70  |     | 125 |     |
| 1             | 130              | 155 | 34  | 40  | 20  | 70  |
|               | 74               | 180 | 80  | 75  | 82  | 58  |
| 2             | 150              | 188 | 136 | 122 | 25  | 70  |
|               | 159              | 126 | 106 | 115 | 58  | 45  |
| 3             | 138              | 110 | 174 | 120 | 96  | 104 |
|               | 168              | 160 | 150 | 139 | 82  | 60  |



# General Statistical Model for a Two-Factor Factorial Experiment

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- A statistical model for the two-factor experiment

$$y_{ijk} = \mu + \tau_i + \beta_j + \tau\beta_{ij} + \epsilon_{ijk} \quad \begin{cases} i = 1, 2, \dots, a \\ j = 1, 2, \dots, b \\ k = 1, 2, \dots, n \end{cases}$$

Effects of factors A and B  
defined as deviations from  $\mu$

□  $\mu$  : overall mean

□  $\tau_i$  : effect of  $i$ -th level of factor A

□  $\beta_j$  : effect of  $j$ -th level of factor B

□  $\tau\beta_{ij}$  : effect of interaction between  $i$ -th level of factor A and  $j$ -th level of factor B

□  $\epsilon_{ijk} \sim NID(0, \sigma^2)$  experimental error

# General Statistical Model for a Two-Factor Factorial Experiment

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- We are interested in testing 3 hypotheses:
- Factor A does not have effect on response (Response has equal means under different levels of factor A)

$$H_0 : \tau_1 = \tau_2 = \cdots = \tau_a = 0$$

$$H_1 : \text{at least one } \tau_i \neq 0$$

- Factor B does not have effect on response (Response has equal means under different levels of factor B)

$$H_0 : \beta_1 = \beta_2 = \cdots = \beta_b = 0$$

$$H_1 : \text{at least one } \beta_j \neq 0$$

- Interaction of the levels of factor A and factor B does not have effect on the response

$$H_0 : \tau\beta_{ij} = 0 \text{ for all } i \text{ and } j$$

$$H_1 : \text{at least one } \tau\beta_{ij} \neq 0$$

## 5.3.2. Statistical Analysis of the Factorial Design

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- To estimate the model parameters, define row, column, cell and grand averages

$$\bar{y}_{i..} = \frac{1}{bn} \sum_{j=1}^b \sum_{k=1}^n y_{ijk} , i = 1, 2, \dots, a$$

$$\bar{y}_{.j.} = \frac{1}{an} \sum_{i=1}^a \sum_{k=1}^n y_{ijk} , j = 1, 2, \dots, b$$

$$\bar{y}_{ij.} = \frac{1}{n} \sum_{k=1}^n y_{ijk} , \quad \forall i, j$$

$$\bar{y}_{...} = \frac{1}{abn} \sum_{j=1}^b \sum_{i=1}^a \sum_{k=1}^n y_{ijk}$$

- Row, column and cell averages

Factor B

|          | 1                                       | 2                                       | ... | b                                       |
|----------|---|---|-----|---|
| 1        | $y_{111}, y_{112},$<br>$\dots, y_{11n}$ | $y_{121}, y_{122},$<br>$\dots, y_{12n}$ |     | $y_{1b1}, y_{1b2},$<br>$\dots, y_{1bn}$ |
| 2        | $y_{211}, y_{212},$<br>$\dots, y_{21n}$ | $y_{221}, y_{222},$<br>$\dots, y_{22n}$ |     | $y_{2b1}, y_{2b2},$<br>$\dots, y_{2bn}$ |
| $\vdots$ |   |   |     |   |
| a        | $y_{a11}, y_{a12},$<br>$\dots, y_{a1n}$ | $y_{a21}, y_{a22},$<br>$\dots, y_{a2n}$ |     | $y_{ab1}, y_{ab2},$<br>$\dots, y_{abn}$ |

Factor A

$\bar{y}_{i..}$

$\bar{y}_{.j.}$

$\bar{y}_{ij.}$

## 5.3.4 Estimates of model parameters

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- Overall mean

$$\hat{\mu} = \bar{y}_{...}$$

- Effect of i-th level of factor A

$$\hat{\tau}_i = \bar{y}_{i..} - \bar{y}_{...}$$

- Effect of j-th level of factor B

$$\hat{\beta}_j = \bar{y}_{.j.} - \bar{y}_{...}$$

- Interaction between i-th level of A and j-th level of B

$$\widehat{\tau\beta}_{ij} = \bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...}$$

- The fitted values of  $y_{ij}$

$$\begin{aligned}\hat{y}_{ijk} &= \hat{\mu} + \hat{\tau}_i + \hat{\beta}_j + \widehat{\tau\beta}_{ij} \\ &= \bar{y}_{ij.}\end{aligned}$$

- Residuals

$$e_{ijk} = y_{ijk} - \hat{y}_{ijk}$$

## 5.3.2. Statistical analysis - Decomposition of the total sum of squares

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- ANOVA model can be written in terms of the estimated parameters

$$y_{ijk} = \hat{\mu} + \hat{\tau}_i + \hat{\beta}_j + \widehat{\tau\beta}_{ij} + e_{ijk}$$

- Substitute estimates, bring  $\bar{y}_{...}$  to the left side, take square of both sides, sum over  $i, j, k$

$$y_{ijk} - \bar{y}_{...} = (\bar{y}_{i..} - \bar{y}_{...}) + (\bar{y}_{.j.} - \bar{y}_{...}) + (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...}) + (y_{ijk} - \bar{y}_{ij.})$$

## 5.3.2. Statistical analysis - Decomposition of the total sum of squares

---

- Take square of both sides, sum over  $i, j, k$

$$y_{ijk} - \bar{y}_{...} = (\bar{y}_{i..} - \bar{y}_{...}) + (\bar{y}_{.j.} - \bar{y}_{...}) + (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...}) + (y_{ijk} - \bar{y}_{ij.})$$

$$\begin{aligned} \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{...})^2 &= bn \sum_{i=1}^a (\bar{y}_{i..} - \bar{y}_{...})^2 + an \sum_{j=1}^b (\bar{y}_{.j.} - \bar{y}_{...})^2 \\ &\quad + n \sum_{i=1}^a \sum_{j=1}^b (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...})^2 + \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{ij.})^2 \end{aligned}$$

$$SS_T = SS_A + SS_B + SS_{AB} + SS_E$$

- Degree of freedom breakdown

$$abn - 1 = (a - 1) + (b - 1) + (a - 1)(b - 1) + ab(n - 1)$$

## 5.3.2. Statistical analysis - Decomposition of the total sum of squares

- Effect of A: If large differences between row treatment means,  $MS_A$  will be larger than  $MS_E$

$$F_{0,A} = MS_A / MS_E$$

□ If the F statistic is large enough, then the effect of A is significant

- Effects of B and AB use  $F_{0,B} = MS_B / MS_E$  and  $F_{0,AB} = MS_{AB} / MS_E$

$$\begin{aligned} \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{...})^2 &= bn \sum_{i=1}^a (\bar{y}_{i..} - \bar{y}_{...})^2 + an \sum_{j=1}^b (\bar{y}_{.j.} - \bar{y}_{...})^2 \\ &+ n \sum_{i=1}^a \sum_{j=1}^b (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...})^2 + \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{ij.})^2 \end{aligned}$$

$$SS_T = SS_A + SS_B + SS_{AB} + SS_E$$

Variability  
between row  
means

Variability  
between  
column means

Variability  
between cell  
means(interaction)

Variability  
within cells



# ANOVA Table for Two-Factor Factorial Fixed Effects Model

■ TABLE 5.3

The Analysis of Variance Table for the Two-Factor Factorial, Fixed Effects Model

| Source of Variation | Sum of Squares | Degrees of Freedom | Mean Square                                | $F_0$                        |
|---------------------|----------------|--------------------|--|------------------------------|
| A treatments        | $SS_A$         | $a - 1$            | $MS_A = \frac{SS_A}{a - 1}$                | $F_0 = \frac{MS_A}{MS_E}$    |
| B treatments        | $SS_B$         | $b - 1$            | $MS_B = \frac{SS_B}{b - 1}$                | $F_0 = \frac{MS_B}{MS_E}$    |
| Interaction         | $SS_{AB}$      | $(a - 1)(b - 1)$   | $MS_{AB} = \frac{SS_{AB}}{(a - 1)(b - 1)}$ | $F_0 = \frac{MS_{AB}}{MS_E}$ |
| Error               | $SS_E$         | $ab(n - 1)$        | $MS_E = \frac{SS_E}{ab(n - 1)}$            |                              |
| Total               | $SS_T$         | $abn - 1$          |  |                              |

**NOTE:** We must have at least two replications ( $n \geq 2$ ) if all possible interactions are included, to determine SSE

# Example 5.1: battery life experiment (two-factor experiment)

- Design of a battery with maximum life that will be subject to extreme temperatures. Test 3 plate materials at 3 temperature levels
  - ❑ Factors : A = Material type; B = Temperature
  - ❑ Response: battery life (hours)
  - ❑  $3^2$  factorial design. With replications  $n = 4$
- What effects do material type & temperature have on life? Main effects and Joint effects? Choice of material that would give long life regardless of temperature (a robust product)?

■ TABLE 5.1

Life (in hours) Data for the Battery Design Example

| Material Type | Temperature (°F) |     |     |     |     |     |
|---------------|------------------|-----|-----|-----|-----|-----|
|               | 15               |     | 70  |     | 125 |     |
| 1             | 130              | 155 | 34  | 40  | 20  | 70  |
|               | 74               | 180 | 80  | 75  | 82  | 58  |
| 2             | 150              | 188 | 136 | 122 | 25  | 70  |
|               | 159              | 126 | 106 | 115 | 58  | 45  |
| 3             | 138              | 110 | 174 | 120 | 96  | 104 |
|               | 168              | 160 | 150 | 139 | 82  | 60  |

# Example 5.1: Battery Life Experiment – Cont'd

■ TABLE 5.4  
Life Data (in hours) for the Battery Design Experiment

| Material Type | Temperature (°F) |     |                 |        |      |     |       |        |     |     |                 |      |
|---------------|------------------|-----|-----------------|--------|------|-----|-------|--------|-----|-----|-----------------|------|
|               | 15               |     |                 |        | 70   |     |       |        | 125 |     |                 |      |
|               | $y_{ij.}$        |     | $\bar{y}_{ij.}$ |        |      |     |       |        |     |     | $y_{L.}$        |      |
| 1             | 130              | 155 | (539)           | 134.75 | 34   | 40  | (229) | 57.25  | 20  | 70  | (230)           | 57.5 |
|               | 74               | 180 |                 |        | 80   | 75  |       |        | 82  | 58  |                 | 998  |
| 2             | 150              | 188 | (623)           | 155.75 | 136  | 122 | (479) | 119.75 | 25  | 70  | (198)           | 49.5 |
|               | 159              | 126 |                 |        | 106  | 115 |       |        | 58  | 45  |                 | 1300 |
| 3             | 138              | 110 | (576)           |        | 174  | 120 | (583) |        | 96  | 104 | (342)           | 85.5 |
|               | 168              | 160 |                 | 144    | 150  | 139 |       | 145.75 | 82  | 60  |                 | 1501 |
| $y_{j.}$      | 1738             |     |                 |        | 1291 |     |       |        | 770 |     | 3799 = $y_{..}$ |      |

$$\begin{aligned}
 \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{...})^2 &= bn \sum_{i=1}^a (\bar{y}_{i..} - \bar{y}_{...})^2 + an \sum_{j=1}^b (\bar{y}_{.j.} - \bar{y}_{...})^2 \\
 &\quad + n \sum_{i=1}^a \sum_{j=1}^b (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...})^2 + \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n (y_{ijk} - \bar{y}_{ij.})^2
 \end{aligned}$$

$$\begin{aligned}
 SS_T &= \sum_{i=1}^a \sum_{j=1}^b \sum_{k=1}^n y_{ijk}^2 - \frac{y_{...}^2}{abn} \\
 &= (130)^2 + (155)^2 + (74)^2 + \cdots \\
 &\quad + (60)^2 - \frac{(3799)^2}{36} = 77,646.97
 \end{aligned}$$

$$\begin{aligned}
 SS_{\text{Material}} &= \frac{1}{bn} \sum_{i=1}^a y_{i..}^2 - \frac{y_{...}^2}{abn} \\
 &= \frac{1}{(3)(4)} [(998)^2 + (1300)^2 + (1501)^2] \\
 &\quad - \frac{(3799)^2}{36} = 10,683.72
 \end{aligned}$$

$$\begin{aligned}
 SS_{\text{Temperature}} &= \frac{1}{an} \sum_{j=1}^b y_{.j.}^2 - \frac{y_{...}^2}{abn} \\
 &= \frac{1}{(3)(4)} [(1738)^2 + (1291)^2 + (770)^2] \\
 &\quad - \frac{(3799)^2}{36} = 39,118.72
 \end{aligned}$$

$$\begin{aligned}
 SS_{\text{Interaction}} &= \frac{1}{n} \sum_{i=1}^a \sum_{j=1}^b y_{ij.}^2 - \frac{y_{...}^2}{abn} - SS_{\text{Material}} \\
 &\quad - SS_{\text{Temperature}} \\
 &= \frac{1}{4} [(539)^2 + (229)^2 + \cdots + (342)^2] \\
 &\quad - \frac{(3799)^2}{36} - 10,683.72 \\
 &\quad - 39,118.72 = 9613.78
 \end{aligned}$$

and

$$\begin{aligned}
 SS_E &= SS_T - SS_{\text{Material}} - SS_{\text{Temperature}} - SS_{\text{Interaction}} \\
 &= 77,646.97 - 10,683.72 - 39,118.72 \\
 &\quad - 9613.78 = 18,230.75
 \end{aligned}$$

# Example 5.1: Battery Life Experiment – Cont'd

■ TABLE 5.5  
Analysis of Variance for Battery Life Data

| Source of Variation | Sum of Squares | Degrees of Freedom | Mean Square | $F_0$ | $P$ -Value |
|---------------------|----------------|--------------------|-------------|-------|------------|
| Material types      | 10,683.72      | 2                  |             |       |            |
| Temperature         | 39,118.72      | 2                  |             |       |            |
| Interaction         | 9,613.78       | 4                  |             |       |            |
| Error               | 18,230.75      | 27                 |             |       |            |
| Total               | 77,646.97      | 35                 |             |       |            |

- Threshold value to test effect of Material Type and Temperature

$$F_{0.05,2,27} = 3.35$$

- Threshold value to test effect of interaction

$$F_{0.05,4,27} = 2.73$$

# Example 5.1: Battery Life Experiment – Cont'd

■ TABLE 5.5  
Analysis of Variance for Battery Life Data

| Source of Variation | Sum of Squares | Degrees of Freedom | Mean Square | $F_0$ | $P$ -Value |
|---------------------|----------------|--------------------|-------------|-------|------------|
| Material types      | 10,683.72      | 2                  | 5,341.86    |       |            |
| Temperature         | 39,118.72      | 2                  | 19,559.36   |       |            |
| Interaction         | 9,613.78       | 4                  | 2,403.44    |       |            |
| Error               | 18,230.75      | 27                 | 675.21      |       |            |
| Total               | 77,646.97      | 35                 |             |       |            |

- Threshold value to test effect of Material Type and Temperature

$$F_{0.05,2,27} = 3.35$$

- Threshold value to test effect of interaction

$$F_{0.05,4,27} = 2.73$$

# Example 5.1: Battery Life Experiment – Cont'd

■ TABLE 5.5  
Analysis of Variance for Battery Life Data

| Source of Variation | Sum of Squares | Degrees of Freedom | Mean Square | $F_0$ | $P$ -Value |
|---------------------|----------------|--------------------|-------------|-------|------------|
| Material types      | 10,683.72      | 2                  | 5,341.86    | 7.91  | 0.0020     |
| Temperature         | 39,118.72      | 2                  | 19,559.36   | 28.97 | 0.0001     |
| Interaction         | 9,613.78       | 4                  | 2,403.44    | 3.56  | 0.0186     |
| Error               | 18,230.75      | 27                 | 675.21      |       |            |
| Total               | 77,646.97      | 35                 |             |       |            |

- Threshold value to test effect of Material Type and Temperature

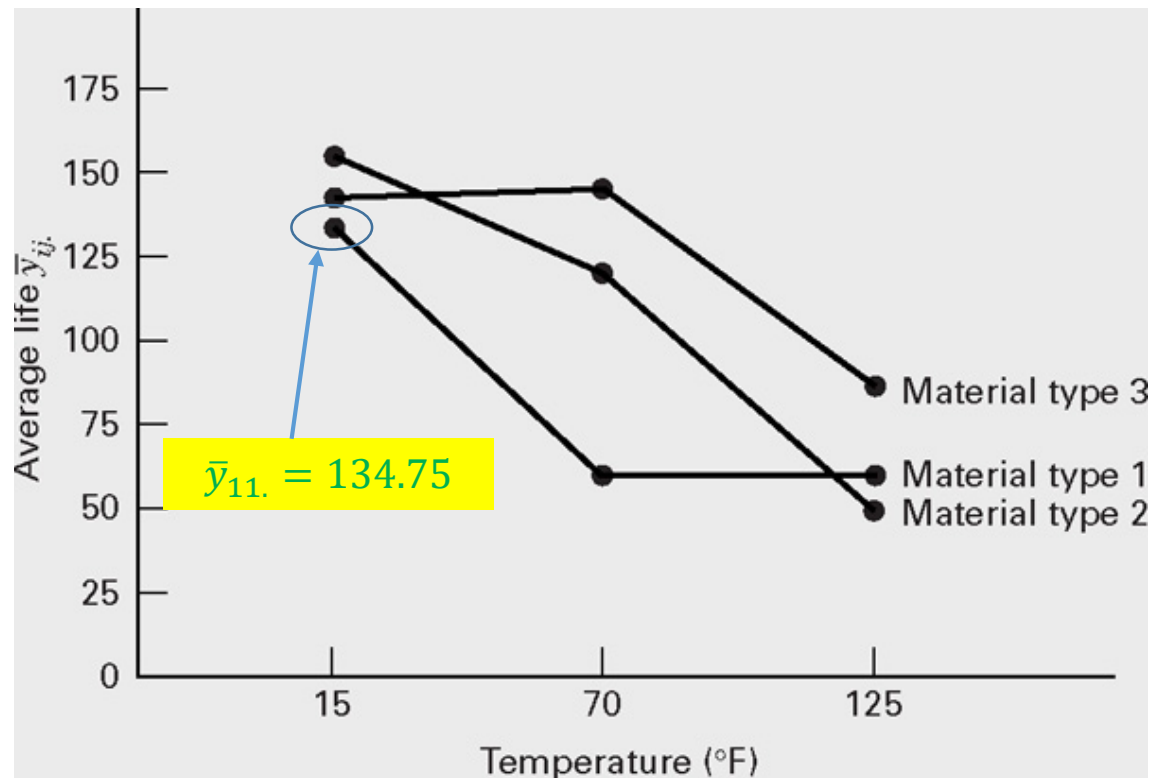
$$F_{0.05,2,27} = 3.35$$

- Threshold value to test effect of interaction

$$F_{0.05,4,27} = 2.73$$

# Example 5.1: Battery Life Experiment – Cont'd

- Two factor interaction plot
  - ❑ Average response at each treatment combination
  - ❑ Long life attained at low temperatures regardless of material
  - ❑ Material 3 gives smallest loss of life with temperature
  - ❑ Lines are not parallel: interaction effect is significant
  - ❑ formal test of significance: use p-values in ANOVA table





# Classwork

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- Problem 5.8

## 5.4. Factorials with More Than Two Factors

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- General case:
  - ❑ Factor  $A$  has  $a$  levels,
  - ❑ Factor  $B$  has  $b$  levels,
  - ❑ Factor  $C$  has  $c$  levels, ...,
  - ❑ Factor  $K$  has  $k$  levels
  - ❑ Run  $n$  replications of each combinations
  - ❑ All  $abc \dots kn$  treatment combinations are run in random order
- ANOVA identity is

$$\begin{aligned} SS_T = & SS_A + SS_B + \dots + SS_K + \\ & SS_{AB} + SS_{AC} + \dots + \\ & SS_{ABC} + SS_{ABD} + \dots + \\ & SS_{AB\dots K} + \\ & SS_E \end{aligned}$$

# Three factor factorial experiment

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- A statistical model for the three-factor experiment

$$y_{ijkl} = \mu + \tau_i + \beta_j + \gamma_k + \\ \tau\beta_{ij} + \tau\gamma_{ik} + \gamma\beta_{jk} + \tau\beta\gamma_{ijk}$$

$$+ \epsilon_{ijkl} \quad \begin{cases} i = 1, 2, \dots, a \\ j = 1, 2, \dots, b \\ k = 1, 2, \dots, c \\ l = 1, 2, \dots, n \end{cases}$$

■ **TABLE 5.12**

**The Analysis of Variance Table for the Three-Factor Fixed Effects Model**

| Source of Variation | Sum of Squares | Degrees of Freedom      | Mean Square | $F_0$                         |
|---------------------|----------------|-------------------------|-------------|-------------------------------|
| $A$                 | $SS_A$         | $a - 1$                 | $MS_A$      | $F_0 = \frac{MS_A}{MS_E}$     |
| $B$                 | $SS_B$         | $b - 1$                 | $MS_B$      | $F_0 = \frac{MS_B}{MS_E}$     |
| $C$                 | $SS_C$         | $c - 1$                 | $MS_C$      | $F_0 = \frac{MS_C}{MS_E}$     |
| $AB$                | $SS_{AB}$      | $(a - 1)(b - 1)$        | $MS_{AB}$   | $F_0 = \frac{MS_{AB}}{MS_E}$  |
| $AC$                | $SS_{AC}$      | $(a - 1)(c - 1)$        | $MS_{AC}$   | $F_0 = \frac{MS_{AC}}{MS_E}$  |
| $BC$                | $SS_{BC}$      | $(b - 1)(c - 1)$        | $MS_{BC}$   | $F_0 = \frac{MS_{BC}}{MS_E}$  |
| $ABC$               | $SS_{ABC}$     | $(a - 1)(b - 1)(c - 1)$ | $MS_{ABC}$  | $F_0 = \frac{MS_{ABC}}{MS_E}$ |
| Error               | $SS_E$         | $abc(n - 1)$            | $MS_E$      |                               |
| Total               | $SS_T$         | $abcn - 1$              |             |                               |

**NOTE:** We must have at least two replications ( $n \geq 2$ ) to determine SSE if all possible interactions are included in the model