

STA130H1F

Class #4

Prof. Nathalie Moon

2018-01-10

Today's Class

Answering the question:

is something we observe in data meaningful, or could it simply be due to chance?

Examples for:

- a single proportion

Next week:

- extend to more situations

Recommended reading:

Sections 2.3.1, 2.3.2, 2.3.7 and 2.4 of *Introductory Statistics with Randomization and Simulation* from OpenIntro
(a free open-source textbook)

Statistical Inference

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- A **statistical inference** helps to make conclusions or decisions using data.
- An *inference* in general is an uncertain conclusion.
- Two things mark out **statistical inference**:
 - the information on which they are based is statistical (i.e., subject to randomness);
 - our conclusion is uncertain, and attempt to measure the uncertainty involved.

The figure displays two side-by-side screenshots of AdEspresso articles. Both articles are titled '[Free eBook] Are your Facebook Ads under-performing?' and were written by AdEspresso on November 25, 2014.

Left Article (Red Text):

- Headline:** 500+ Facebook Ads that will inspire you
- Call-to-action:** Download eBook
- Text below headline:** Free Instant Download. Spy Top Brand's secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?
- Text at bottom:** EBOOK.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ...
- Cost per conversion:** \$2.673

Right Article (Green Text):

- Headline:** 500+ FACEBOOK ADS that will inspire you
- Call-to-action:** Free eBook
- Text below headline:** Free Instant Download. Spy Top Brand's secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?
- Text at bottom:** EBOOK.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ...
- Cost per conversion:** \$1.036

Experimental TB vaccine shows promise in clinical trials

By HELEN BRANSWELL @HelenBranswell / SEPTEMBER 28, 2018



A child is given a new TB vaccine as part of a clinical trial in South Africa in 2011.
RODGER BOSCH/AFP/GTY IMAGES



As world leaders pledged support for the fight against tuberculosis at the United Nations this week, some good news in the effort to develop weapons to combat the bacterium nearly slipped under the radar.

An experimental TB vaccine showed solid protection in a clinical trial [reported Tuesday](#) in the New England Journal of Medicine. The vaccine is being developed by GSK and [Aeras](#), a nonprofit organization working on affordable tuberculosis vaccines.

The vaccine was tested in volunteers with latent tuberculosis — in other words, people who had been infected, but who did not at the time of vaccination have active TB disease. People who received placebo vaccine progressed from latent to active disease at roughly twice the rate of people in the trial who received the active vaccine.

Statistical Inference

Statistical inference can answer questions such as:

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Statistical Inference

Statistical inference can answer questions such as:

1. If more people buy the product after seeing two versions of the same web page (A and B) is the difference due to chance or due to different versions of the web page?
2. If less people who received the experimental TB vaccine are infected with TB compared to people that didn't receive the vaccine is the difference due to chance or due to receiving the vaccine?

Sometimes inference isn't appropriate. For example, if we have data for all possible observations, there may be nothing to infer.

Statistical Inference

Significance Testing

"If I calculate *something* in my data, say a difference between two groups or a relationship between two variables or a value that is different than what I'd expect then, could this be simply due to chance, or is it an actual real difference or relationship?"

(2)

(1)

Significance Testing for a Single Proportion

Kissing the Right Way



- Güntürkün (2003) recorded the direction kissing couples tilted their heads.
- Of the 124 couples he observed, 80 turned their heads to the right.
- 64.5% of couples tilted their heads to the right.
- Is this evidence of a right-side preference?

// **What would you expect to see if couples had no preference?**

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- In order to explore what we might expect to see if couples had no preference for tilting their heads to the left or right when kissing, we'll use simulation.

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- Randomly generate data that under the assumption that couples have no preference (i.e. they are equally likely to tilt their heads to the left or right.)

What would you expect to see if couples had no preference?

- In order to explore what we might expect to see if couples had no preference for tilting their heads to the left or right when kissing, we'll use **simulation**.
- Randomly generate data that under the assumption that couples have no preference (i.e. they are equally likely to tilt their heads to the left or right.)
- We'll do this many times to see what values are possible under the assumption of no preference.

|| **What simple activity simulates an event that can occur one way or another with equal probability?**

Flip a coin once

```
sample(c("heads", "tails"),  
       size = 1,  
       prob = c(0.5, 0.5))
```

```
## [1] "tails"
```

the choices from which to sample

↖ #of trials (how many times to flip the coin)

↳ probability of each of the choices (H or T here).

↳ or one couple

Flip a coin 124 times

The R code below simulates 124 flips of a coin or *simulating* 124 flips of a coin.

```
# randomly generate 124 flips of a coin -- a "simulation"  
# probability is c(0.5, 0.5) by default  
n_flips <- 124  
coin_flips <- sample(c("heads", "tails"),  
size = n_flips,  
replace = TRUE)
```

```
data.frame(coin_flips) %>% head() #result of first 6 flips
```

```
##   coin_flips  
## 1   heads  
## 2   tails  
## 3   heads  
## 4   tails  
## 5   tails  
## 6   tails
```

```
table(coin_flips) #counts number of heads and tails
```

```
##   coin_flips  
##   heads tails  
##      53    71
```

of times to flip the coin
(# of couples in the experiment)

← data frame

head() → returns first
6 rows pf
data frame

Calculate the proportion of heads

Which of the 124 flips are heads?

coin_flips == "heads"

to test equality while "`=`" is used in functions
and for assignment

```
## [1] TRUE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE TRUE FALSE FALSE
## [12] TRUE FALSE TRUE TRUE FALSE FALSE FALSE TRUE TRUE TRUE TRUE FALSE
## [23] FALSE FALSE FALSE FALSE TRUE TRUE FALSE TRUE TRUE TRUE TRUE TRUE
## [34] FALSE TRUE TRUE TRUE TRUE FALSE FALSE TRUE FALSE TRUE FALSE FALSE
## [45] FALSE FALSE FALSE TRUE FALSE FALSE TRUE FALSE FALSE FALSE FALSE FALSE
## [56] TRUE FALSE TRUE FALSE FALSE FALSE FALSE TRUE FALSE TRUE TRUE TRUE
## [67] FALSE FALSE FALSE TRUE FALSE FALSE FALSE TRUE FALSE TRUE FALSE TRUE FALSE
## [78] TRUE TRUE TRUE FALSE FALSE FALSE FALSE FALSE TRUE FALSE FALSE FALSE
## [89] TRUE FALSE TRUE TRUE TRUE FALSE TRUE TRUE FALSE TRUE TRUE TRUE
## [100] TRUE FALSE FALSE FALSE TRUE FALSE FALSE FALSE TRUE FALSE TRUE FALSE
## [111] FALSE FALSE FALSE TRUE TRUE FALSE TRUE TRUE FALSE FALSE FALSE FALSE
## [122] TRUE TRUE FALSE
```

$x \leftarrow 5$ * recommended

or
 $x = 5$

Calculate the proportion of heads

Count the number of heads (count how often `flips == "heads"` is TRUE).

```
sum(coin_flips == "heads")  
## [1] 53
```

from prev slide

→ 53 heads in our simulation.

Calculate the proportion of heads in the simulation.

```
p_heads <- sum(coin_flips == "heads") / n_flips
```

53/124

```
## [1] 0.4274194
```

Recall: how to reproduce 'randomness' in R?

- Simulations use functions in R that produce (apparently) random outcomes (for example, `sample`).

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- The seed can be any integer.

Recall: how to reproduce 'randomness' in R?

- Simulations use functions in R that produce (apparently) random outcomes (for example, `sample`).
- We can force such a function to produce the same outcome every time by setting a parameter called the "seed".
- The seed can be any integer.
- I'll do that now, so that you can reproduce my results exactly with the following command:

```
set.seed(130)
```

(any integer)

Simulate 124 head tilts when kissing, assuming that left or right is equally likely

Set the random seed to get the same answer every time

```
set.seed(130)  
n_observations <- 124
```

Create an empty vector to store the results to store 1000 results, initially it's filled with missing values (NAs).

```
* simulated_stats <- rep(NA, 1000)  
sim <- sample(c("right", "left"),  
              size = n_observations,  
              replace = TRUE)  
sim_p <- sum(sim == "right") / n_observations  
sim_p  
## [1] 0.4435484
```

this is where we'll put our simulated values
} → vector of 124 "right" and "left" values

↳ proportion of 'right' in our vector

Add the new simulated value to the first entry in the vector of results.

```
simulated_stats[1] <- sim_p
```

↳ vector for the proportion from each simulated dataset

Turn results into a data frame.

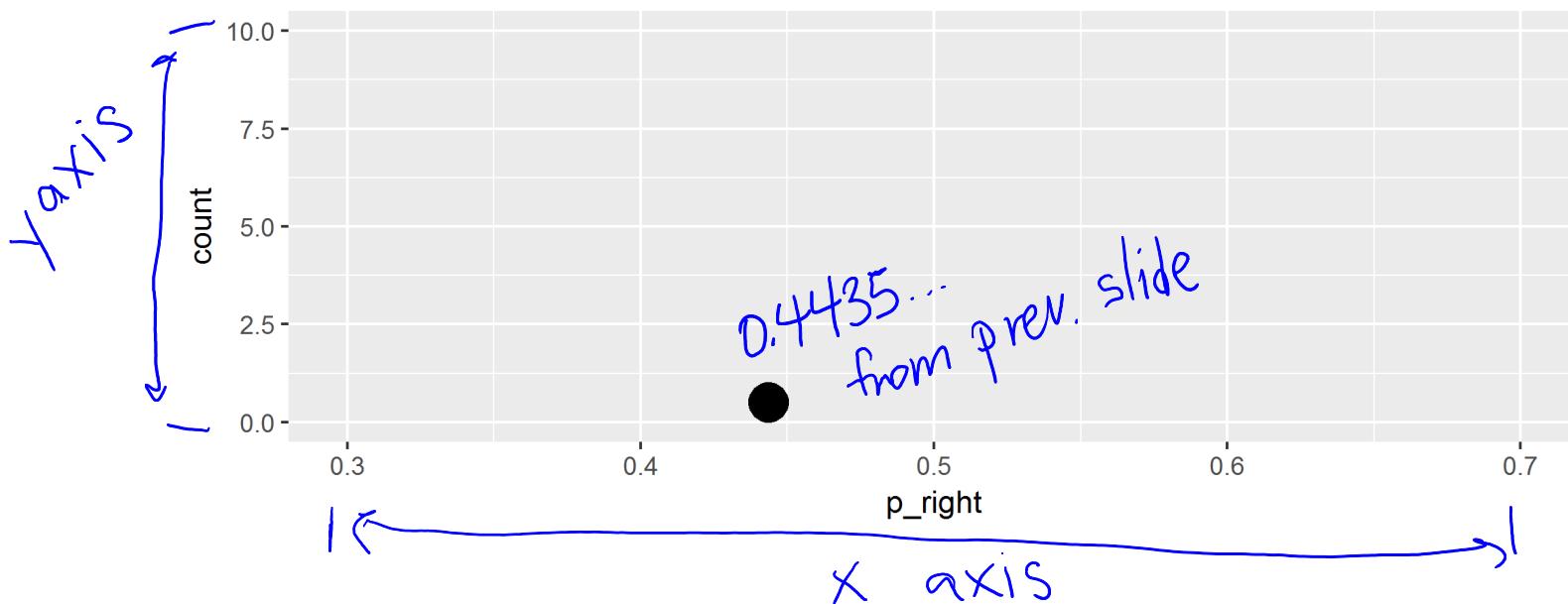
vector
↓

```
sim1 <- data_frame(p_right = simulated_stats)
```

← turn it into a
dataframe

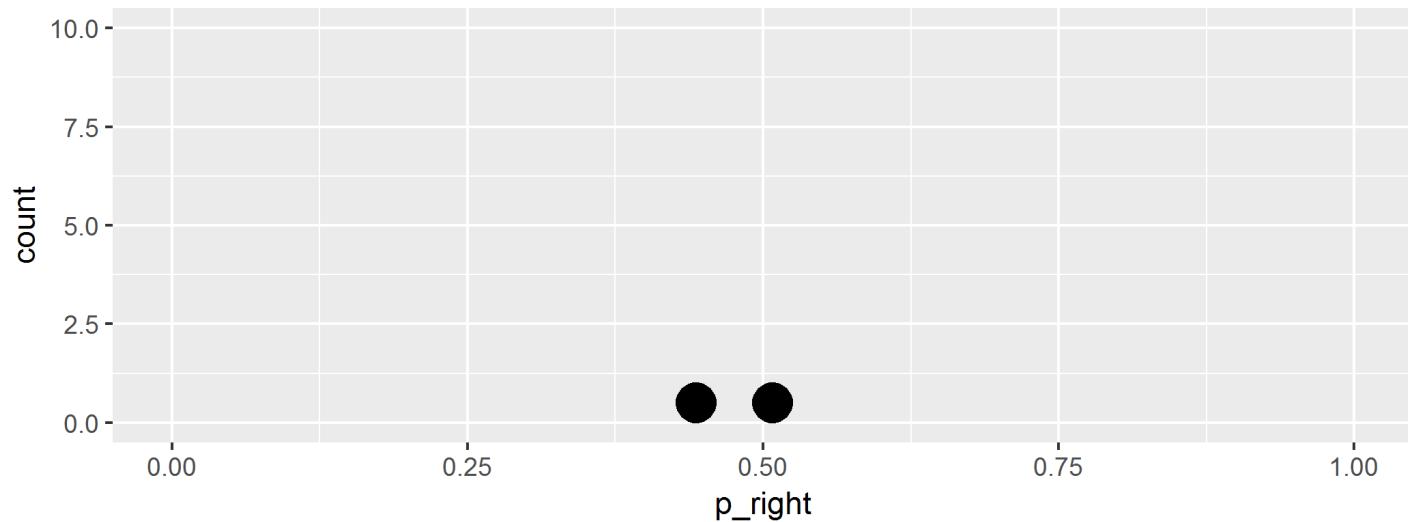
Plot using ggplot

```
sim1 %>% ggplot(aes(x=p_right)) +  
  geom_dotplot() +  
  xlim(0.3, 0.7) +  
  ylim(0, 10)
```



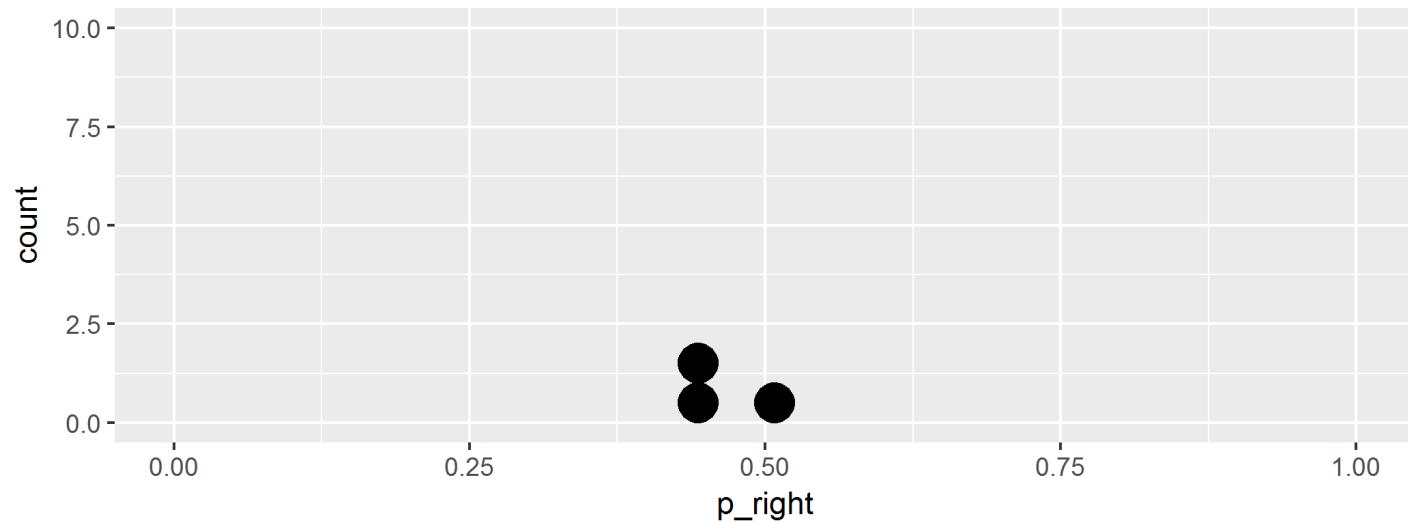
Add another simulation

```
## [1] 0.5080645
```



And another simulation

```
## [1] 0.4435484
```



for loops

- Automate the process of generating many simulations

for loops

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- Evaluate a block of code for each value of a sequence

for loops

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- Evaluate a block of code for each value of a sequence
- The following `for` loop will evaluate SOME CODE 1000 times, for `i=1` and `i=2` and ... and `i=1000`

for loops

- Automate the process of generating many simulations
- Evaluate a block of code for each value of a sequence
- The following `for` loop will evaluate SOME CODE 1000 times, for $i=1$ and $i=2$ and ... and $i=1000$
- Note that SOME CODE is within curly brackets

```
for (i in 1:1000)  
{  
  SOME CODE  
}
```

+ of times you want to repeat your code

Set values for simulation.

(or simulation)
in each experiment

✓ n_observations <- 124 # number of obeservations
repetitions <- 1000 # 1000 simulations
✓ simulated_stats <- rep(NA, repetitions) # 1000 missing values
set.seed(101)
in this case, 1000
↳ doesn't matter what # this is

Automate simulation with a for loop.

1:10 \Leftrightarrow c(1, 2, 3, ..., 10)

```
for (i in 1:repetitions)
{
  new_sim <- sample(c("right", "left"),
                     size = n_observations,
                     replace = TRUE)
  sim_p <- sum(new_sim == "right") / n_observations
  # add the new simulated value to the ith entry
  # in the vector of results
  simulated_stats[i] <- sim_p
}
```

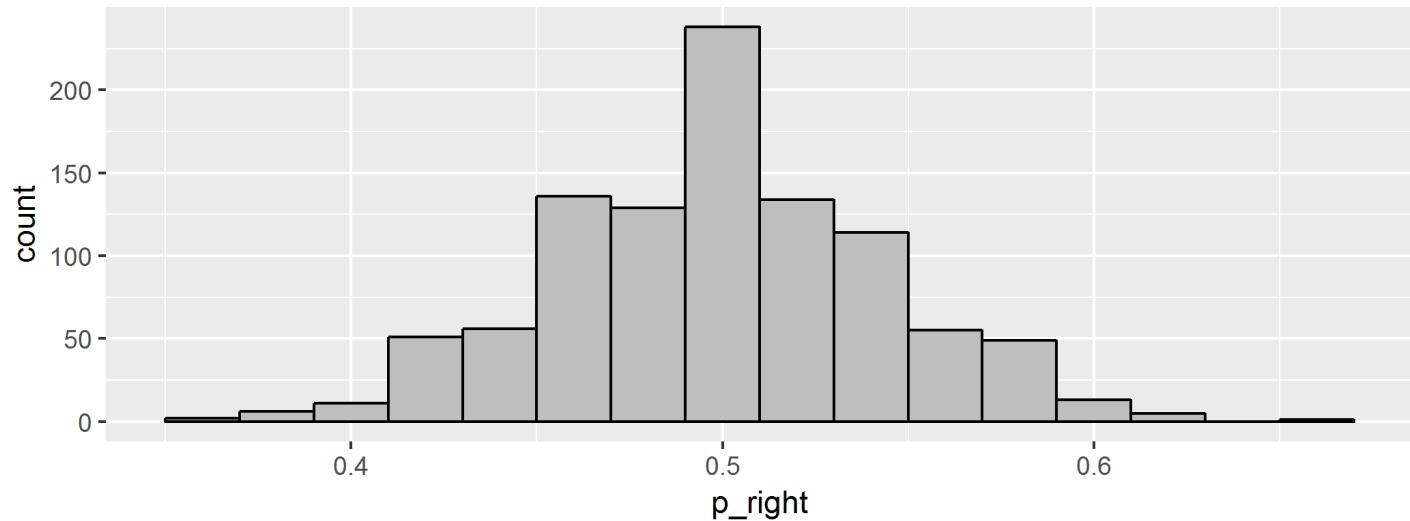
sample all before

Turn results into a data frame.

✓ sim <- data_frame(p_right = simulated_stats)

Plot results

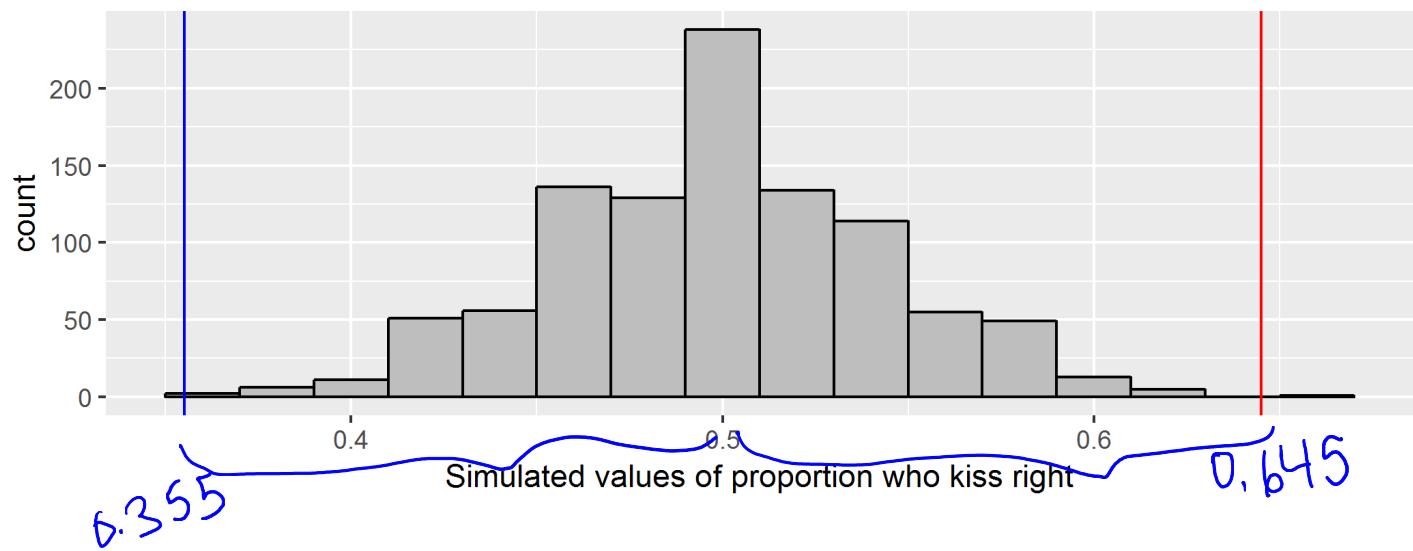
```
sim %>% ggplot(aes(x = p_right)) +  
  geom_histogram(binwidth = 0.02, colour = "black", fill = "grey")
```



This is a histogram of the proportions of "right" obtained in each of the 1000 simulations

How unusual is a value of 0.645, if tilting to the right or left is equally likely? \Rightarrow How many simulated proportions are further away from 0.5 than our true observation

```
sim %>% ggplot(aes(p_right)) +  
  geom_histogram(binwidth = 0.02, colour = "black", fill = "grey") +  
  geom_vline(xintercept = 0.645, color = "red") +  $\leftarrow$  drawing the red line  
  geom_vline(xintercept = 0.355, color = "blue") +  
  labs(x = "Simulated values of proportion who kiss right")
```



How unusual is a value of 0.645, if tilting to the right or left is equally likely?

This includes values that are ≥ 0.645 as well as values that are ≤ 0.355 since 0.355 is as far from 0.5 as 0.645.

|| Calculate the proportion of our simulated observations that are as unusual or more unusual than 0.645:

How unusual is a value of 0.645, if tilting to the right or left is equally likely?

This includes values that are ≥ 0.645 as well as values that are ≤ 0.355 since 0.355 is as far from 0.5 as 0.645.

Calculate the proportion of our simulated observations that are as unusual or more unusual than 0.645:

In R, the vertical bar | means **or**.

```
sim %>%
  filter(p_right >= 0.645 | p_right <= 0.355) %>%
  summarise(p_value = n() / repetitions)
```

OR

keeping only the rows satisfying condition

here this is 1000.

↳ counting # of rows

```
## # A tibble: 1 x 1
##   p_value
##       <dbl>
## 1     0.001
```

The Logic of Hypothesis Testing

1. The hypotheses

Two claims:

1. Couples are equally likely to tilt to the right or left. This is the **null hypothesis**, written H_0 . The proportion who kiss to the right is one-half.

$$H_0: p = 0.5$$

1. The hypotheses

Two claims:

1. Couples are equally likely to tilt to the right or left. This is the **null hypothesis**, written H_0 . The proportion who kiss to the right is one-half.

$$H_0 : p = 0.5$$

p= proportion who tilt
to the right

2. ↗ Couples are more likely to prefer one side. This is the **alternative hypothesis**, written H_A (or H_a or H_1).

For the kissing example, if there is something going on, the proportion who kiss to the right should be something other than one-half.

$$H_A : p \neq 0.5$$

2. Parameters, Statistics, Test Statistics

A **parameter**: "true" value of what we're interested in, typically, because it's what holds for the population.

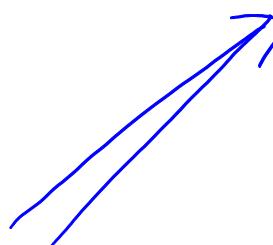
A **statistic** is a number that describes the sample. The value of a statistic will change from sample to sample.

A **test statistic** measures the compatibility between null hypothesis and the data.

Kissing example

$\Rightarrow p$: proportion who tilt to the right (or left...)

"hat" denotes that it comes from a sample
 $\Rightarrow \hat{p}$: sample proportion



2. Parameters, Statistics, Test Statistics

A **parameter**: "true" value of what we're interested in, typically, because it's what holds for the population.

A **statistic** is a number that describes the sample. The value of a statistic will change from sample to sample.

A **test statistic** measures the compatibility between null hypothesis and the data.

In the kissing example:

Parameter: p : the true proportion of people who kiss to the right

Statistic: \hat{p} : the proportion of people who kiss to the right. The value of a statistic can be different from sample to sample.

The **test statistic** is a number, calculated from the data. For the kissing example, the test statistic we'll use is $\hat{p} = 80/124 = 0.645$



3. Simulate what the null hypothesis predicts will happen

The **distribution** of the statistic is the pattern of values it could be, including an indication of how likely those values are to occur.

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A simulation is a way to explore random events, such as what some data or a test statistic could look like under certain assumptions. By observing many simulated outcomes, we can see what values are possible and the distribution of these possible values.

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- || We want to know the distribution of what the test statistic could be if the null hypothesis were true.

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A simulation is a way to explore random events, such as what some data or a test statistic could look like under certain assumptions. By observing many simulated outcomes, we can see what values are possible and the distribution of these possible values.

We want to know the distribution of what the test statistic could be if the null hypothesis were true.

To get an estimate of this, simulate many possible values of the statistic under the assumption that the null hypothesis is true.

This is the **empirical distribution** of the test statistic under the null hypothesis.

↳ ex: histogram from a few slides ago

4. The P-value

- Assuming that the null hypothesis is true, the **P-value** is the probability of observing data that are **at least as unusual** as the sample data.



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- Assuming that the null hypothesis is true, the **P-value** is the probability of observing data that are **at least as unusual** as the sample data.
- We estimate the P-value as the proportion of observations in the empirical distribution that yield a statistic as extreme or more extreme than the test statistic calculated from our data.

4. The P-value

- What does "as extreme or more extreme" mean?

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 - Values that are as far away or even farther from the null hypothesis value.

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- What does "as extreme or more extreme" mean?
 - Values that are as far away or even farther from the null hypothesis value. → in either direction

For the kissing example:

- the null hypothesis value: p = 0.5

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For the kissing example:

- the null hypothesis value: $p = 0.5$
- the observed estimate from the data: $\hat{p} = 0.645$

4. The P-value

- What does "as extreme or more extreme" mean?
 - Values that are as far away or even farther from the null hypothesis value.

For the kissing example:

- the null hypothesis value: $p = 0.5$
- the observed estimate from the data: $\hat{p} = 0.645$
- values at least as unusual as the data values: all values **greater than or equal to 0.645** and all values **less than or equal to 0.355**

4. The P-value

- What does "as extreme or more extreme" mean?
 - Values that are as far away or even farther from the null hypothesis value.

For the kissing example:

- the null hypothesis value: $p = 0.5$
- the observed estimate from the data: $\hat{p} = 0.645$
- values at least as unusual as the data values: all values **greater than or equal to 0.645** and all values **less than or equal to 0.355**
- This is a **two-sided test** because it considers differences from the null hypothesis that are both larger and smaller than what you observed.
(It is also possible to carry out one-sided tests. They are useful in some specific applications.)

5. Make a conclusion

- P-values are probabilities so are between 0 and 1. Small probabilities correspond to events that are unlikely to happen and large values correspond to events that are likely to happen.

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- P-values are probabilities so are between 0 and 1. Small probabilities correspond to events that are unlikely to happen and large values correspond to events that are likely to happen.
- A small P-value means the data are inconsistent with the null hypothesis. A statistically significant result is associated with a small P-value.

If pvalue is small :

↳ either we observed something very unusual
or ↳ the null hypothesis is "wrong" (i.e. the data is inconsistent with the null)

5. Make a conclusion

- P-values are probabilities so are between 0 and 1. Small probabilities correspond to events that are unlikely to happen and large values correspond to events that are likely to happen.
- A small P-value means the data are inconsistent with the null hypothesis. A **statistically significant** result is associated with a small P-value. \Rightarrow reject the null hypothesis
- A large P-value means the data are consistent with the null hypothesis.

\hookrightarrow does not prove that H_0 is true

\hookrightarrow fail to reject the null hypothesis

You can never prove that the null hypothesis is true

5. Make a conclusion

Some guidelines for how small is small:

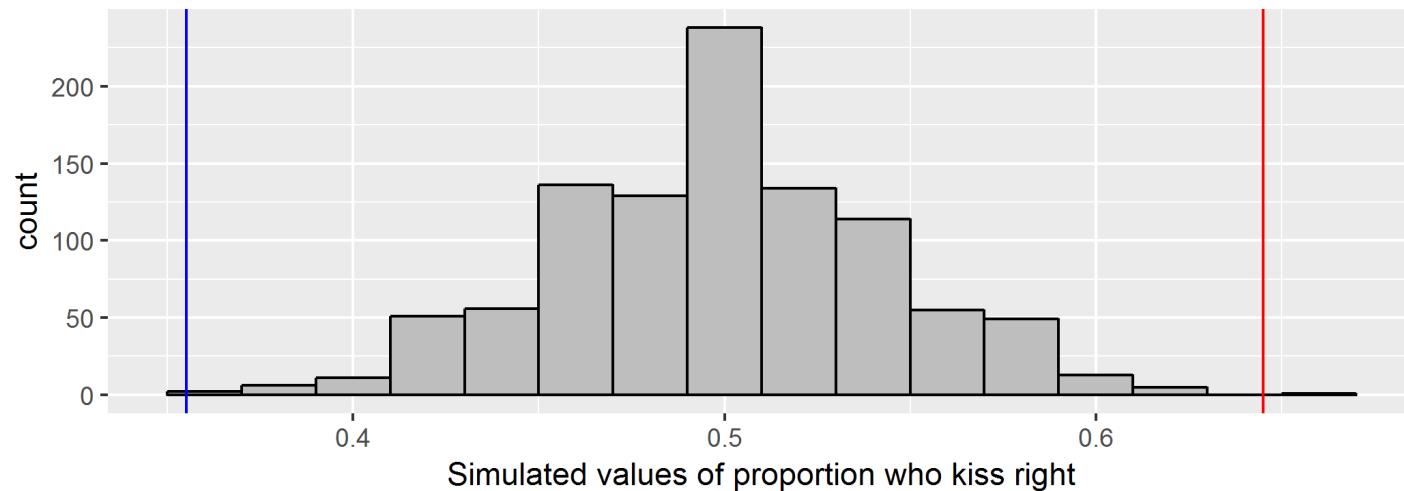
P-value	Evidence
$p\text{-value} > 0.10$	no evidence against H_0
$0.05 < p\text{-value} < 0.10$	weak evidence against H_0
$0.01 < p\text{-value} < 0.05$	moderate evidence against H_0
$0.001 < p\text{-value} < 0.01$	strong evidence against H_0
$p\text{-value} < 0.001$	very strong evidence against H_0

generally
Statistical
Significant



Simulation results and P-value for kissing ex.

from before



```
## # A tibble: 1 x 1
##   p_value
##   <dbl>
## 1 0.001
```

Conclusion for the Kissing Example

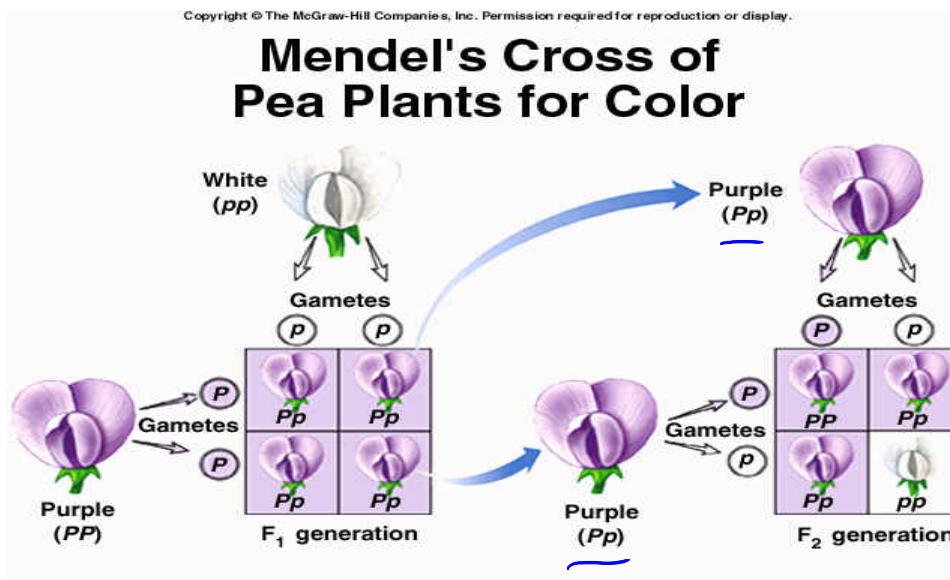
Since the P-value is 0.001 we conclude that we have strong evidence against the null hypothesis. The data provide convincing evidence that people are more likely to tilt their heads to one direction when they kiss.

Another example: Mendel's Pea Flowers

(This example is adapted from [Computational and Inferential Thinking by Adhikari and DeNero](#).)

- Mendel (1822-1884) conducted experiments that resulted in the development of some fundamental laws of genetics.
- He formulated assumptions which gave theoretical models for how genetics work in pea plants and collected data to test the validity of his models.

Mendel's Pea Flowers



- In one variety of pea plant, his model predicted that the plants should have purple or white flowers, determined randomly, occurring in the ratio: 3 plants with purple flowers for every 1 plant with white flowers.
- He grew 929 plants. 705 had purple flowers and 224 had white flowers.

data

//

Steps to testing whether the data are consistent with Mendel's model

1. Formulate null and alternative hypotheses.
2. Calculate a test statistic from the data.
3. Simulate many values of what the test statistic could possibly have been if the null hypothesis were true.
4. Calculate the P-value.
5. Make a conclusion.

What would be appropriate null and alternative hypotheses to test Mendel's theory?

$$H_0: p = 0.75$$

p is the proportion of purple flowers

$$H_A: p \neq 0.75$$

What would be an appropriate test statistics?

The data: He grew 929 plants. 705 had purple flowers and 224 had white flowers.

$$\hat{p} = \frac{705}{929} = \frac{\text{\# of purple}}{\text{\# of flowers}}$$

Simulate many values of what we'd observe if the null hypothesis were true

| or / : divide
& and

Here is the code for the kissing example. What values do we need to change?

```
repetitions <- 1000
simulated_stats <- rep(NA, repetitions) # 1000 missing values

n_observations <- 124 929

test_stat <- 80/124 705/929

set.seed(101)
for (i in 1:repetitions)
{
  new_sim <- sample(c("right", "left"),
                     size=n_observations,
                     replace=TRUE)
  sim_p <- sum(new_sim == "right") / n_observations
  simulated_stats[i] <- sim_p
}
```

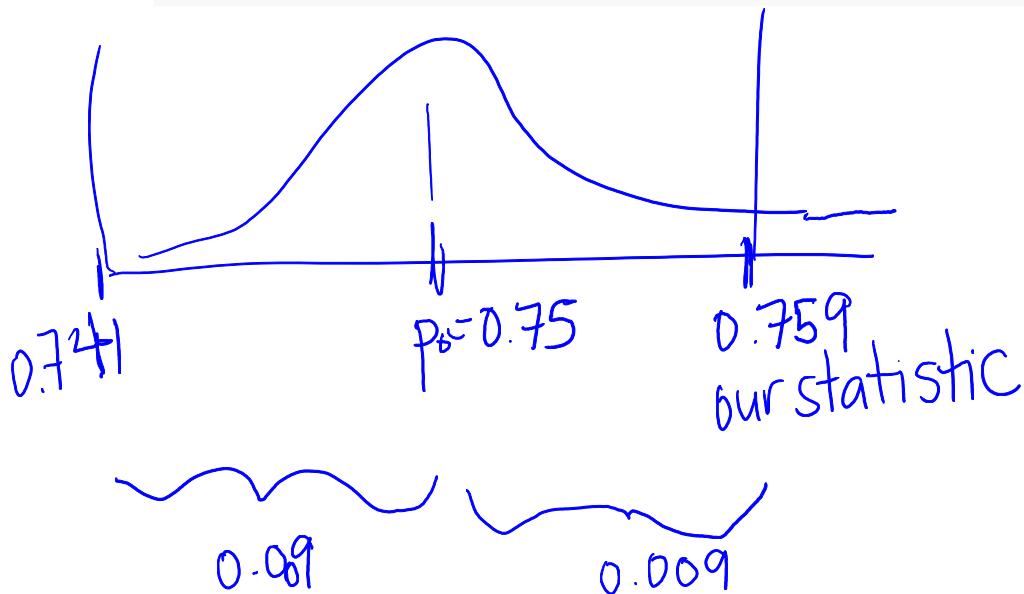
purple "white"
"purple"

Here is more code for the kissing example. What values do we need to change?

p-purple

```
sim <- data_frame(p_right = simulated_stats)
ggplot(sim, aes(p_right)) +
  geom_histogram(binwidth=0.02, colour = "black", fill = "grey") +
  geom_vline(xintercept = 0.645, color="red") +
  geom_vline(xintercept = 0.355, color="blue")
sim %>%
  filter(p_right >= 0.645 | p_right <= 0.355) %>%
  summarise(p_value = n() / repetitions)
```

change.



Results for Mendel's pea plant example

```
set.seed(130)
repetitions <- 1000
simulated_stats <- rep(NA, repetitions) # 1000 missing values

n_observations <- 929

test_stat <- 705/929
other_extreme <- 0.75 - (705/929 - 0.75)

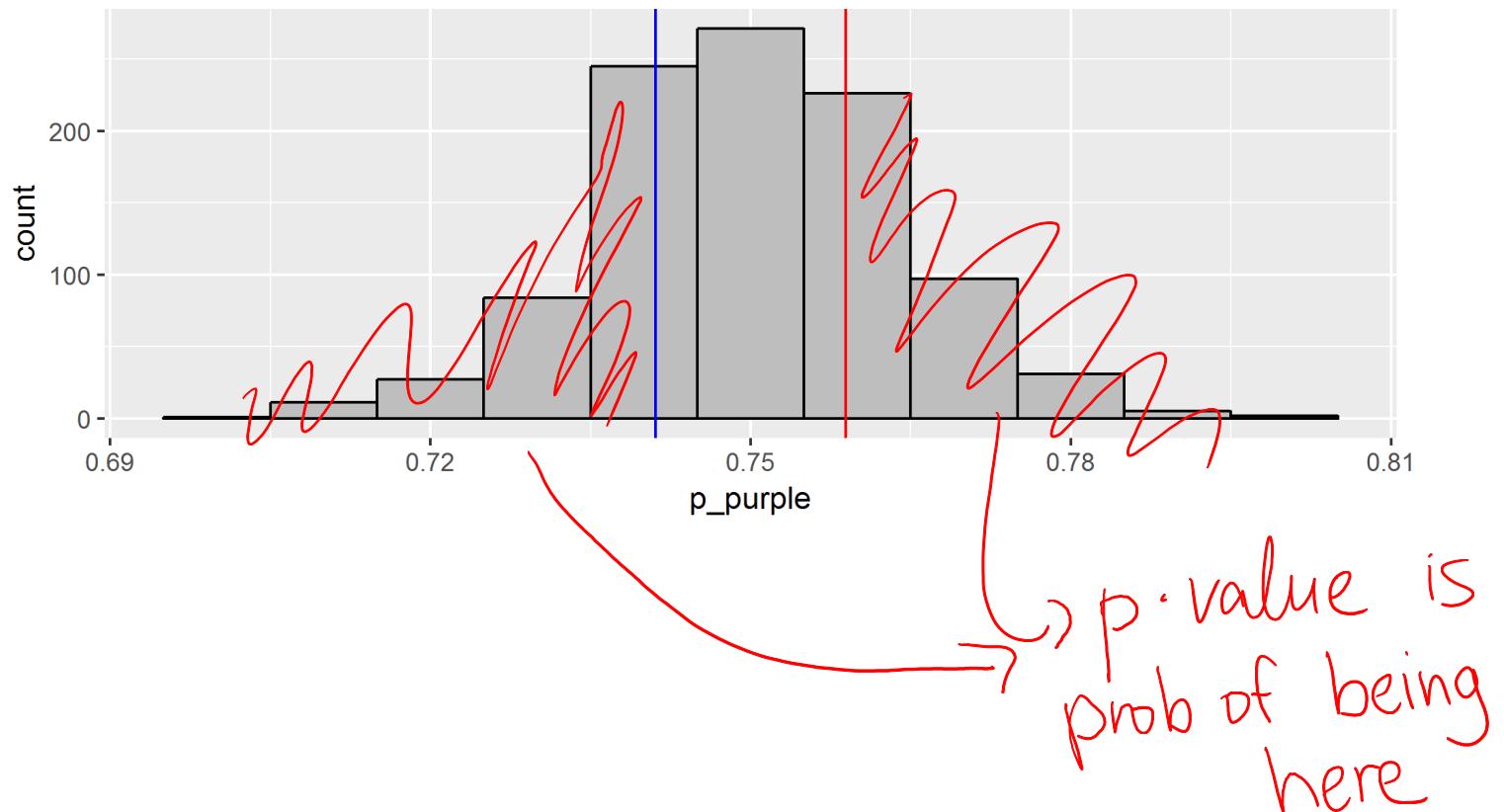
set.seed(101)
for (i in 1:repetitions)
{
  new_sim <- sample(c("purple", "white"),
                     size = n_observations,
                     prob = c(0.75,0.25),
                     replace = TRUE)
  sim_p <- sum(new_sim == "purple") / n_observations
  simulated_stats[i] <- sim_p
}
```

```

sim <- data_frame(p_purple = simulated_stats)

ggplot(sim, aes(p_purple)) +
  geom_histogram(binwidth = 0.01, colour = "black", fill = "grey") +
  geom_vline(xintercept = test_stat, color = "red") +
  geom_vline(xintercept = other_extreme, color = "blue")

```



```
sim %>%
  filter(p_purple >= test_stat | p_purple <= other_extreme) %>%
  summarise(p_value = n() / repetitions)
```

```
## # A tibble: 1 x 1
##   p_value
##   <dbl>
## 1 0.547
```



Conclusion

Mendel observed 705 purple-flowered plants in his 929 plants, a proportion of 0.7589.

Assuming that the probability that a pea plant will produce purple flowers is 0.75, the probability of observing a proportion that differs from 0.75 as much or more than 0.7589 is 0.55. Therefore we have no evidence against the null hypothesis that the probability that a pea plant will produce a purple flower is 0.75.

Y

How many simulations is enough?

- In our examples, we've looked at 1000 simulated values assuming the null hypothesis is true, to compare to the value of our test statistic.
- In practice, the number of simulations is more typically on the order of 10,000.
- But that can take a long time to run.

A mathematical note

[Not responsible for on test and exam.]

- You could determine the P-value exactly using a *binomial* probability model.
- A binomial probability model is used to count the number of "successes" in n independent trials, where each trial has two possible outcomes: "success" with probability p or "failure" with probability $(1 - p)$.
- The probability of k successes in n trials is

$$(n k) p^k (1 - p)^{n-k}$$

You'll study binomial probability models in second year statistics courses.