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Exercise 1

HL 3 - 631
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a. Chewy vs. Crispy

$$w_1 = (-1, 0, 1)$$

	μ_1	μ_2	μ_3
Control	-1	0	1
treatment 1	0	1	-1
treatment 2	1	-1	0
total	0	0	0

expensive vs in expensive

	μ_1	μ_2	μ_3
Control	-0.5	0	0.5
treatment 1	0	0.5	-0.5
treatment 2	0.5	-0.5	0
total	0	0	0

b. The coefficients add up to zero so the contrasts are orthogonal