Simpson’s Paradox:

This is when an observed relationship is reversed when a third lurking variable is brought into the picture.

Causation:

A direct cause and effect link between two variables.

5 checks for establishing causation: Easiest method is experimentation, but experiments are not often possible.

1. Strong association
2. Association is consistent
3. Larger values of the explanatory variable are associated with stronger responses
4. Alleged cause precedes the effect in time
5. Alleged cause is plausible