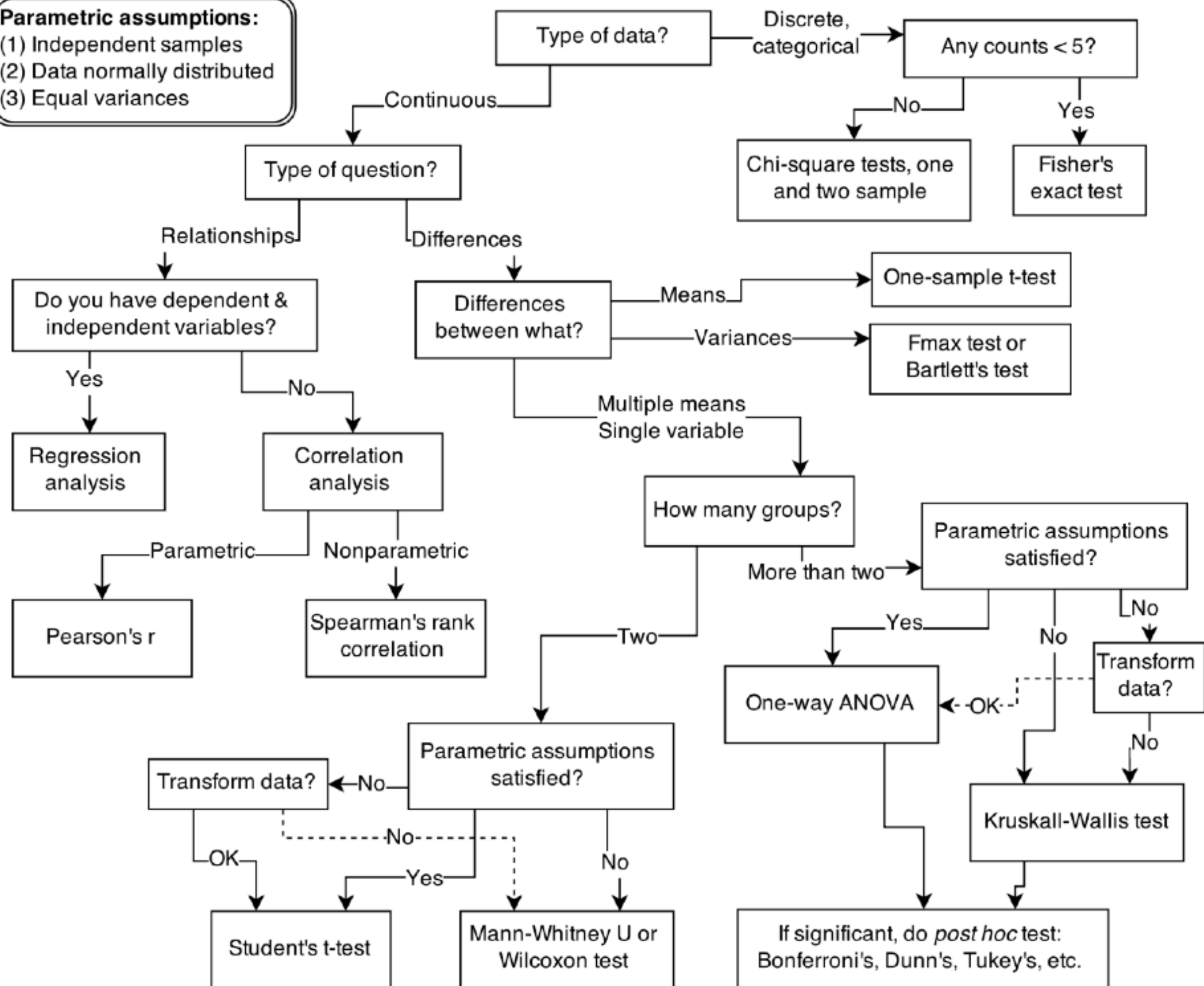
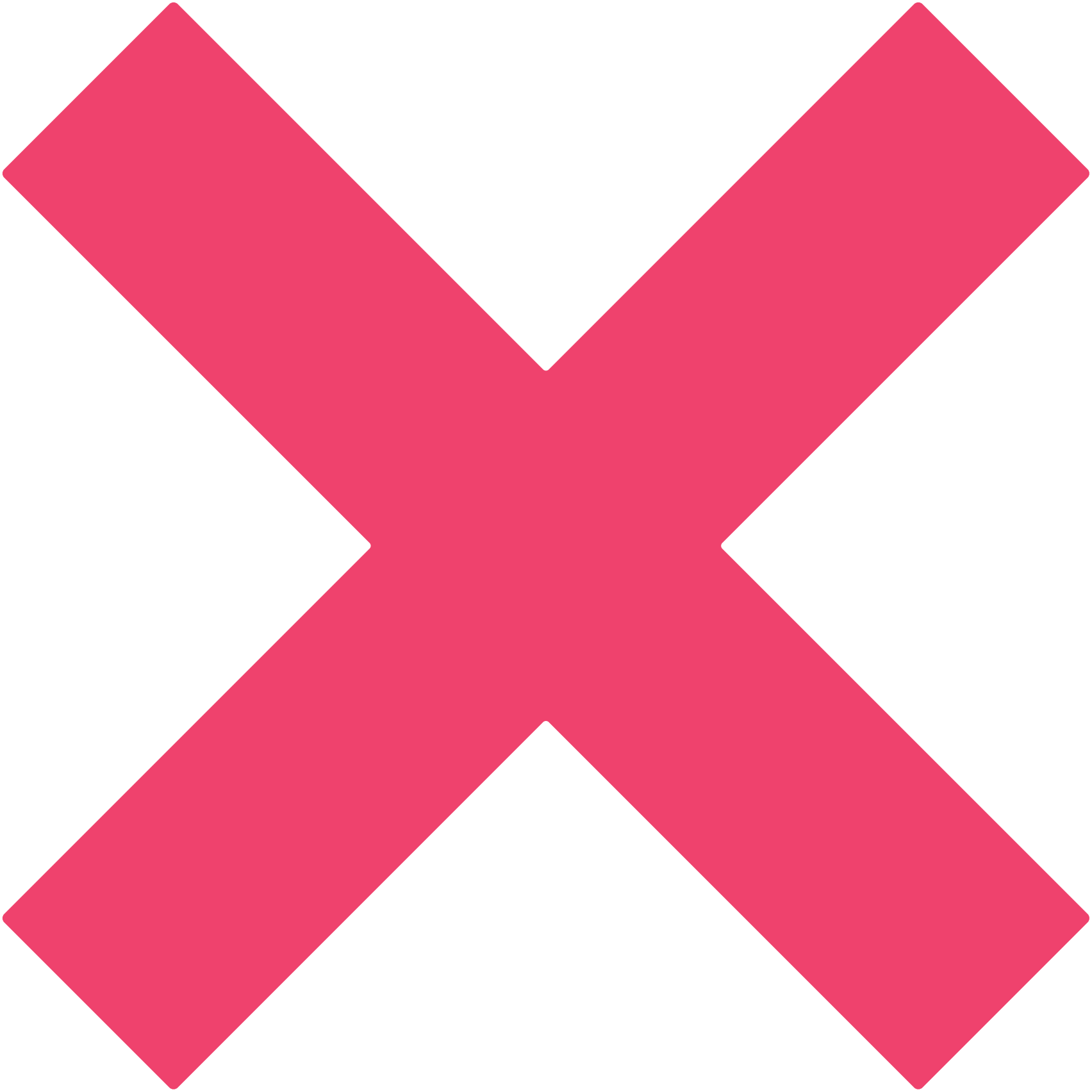


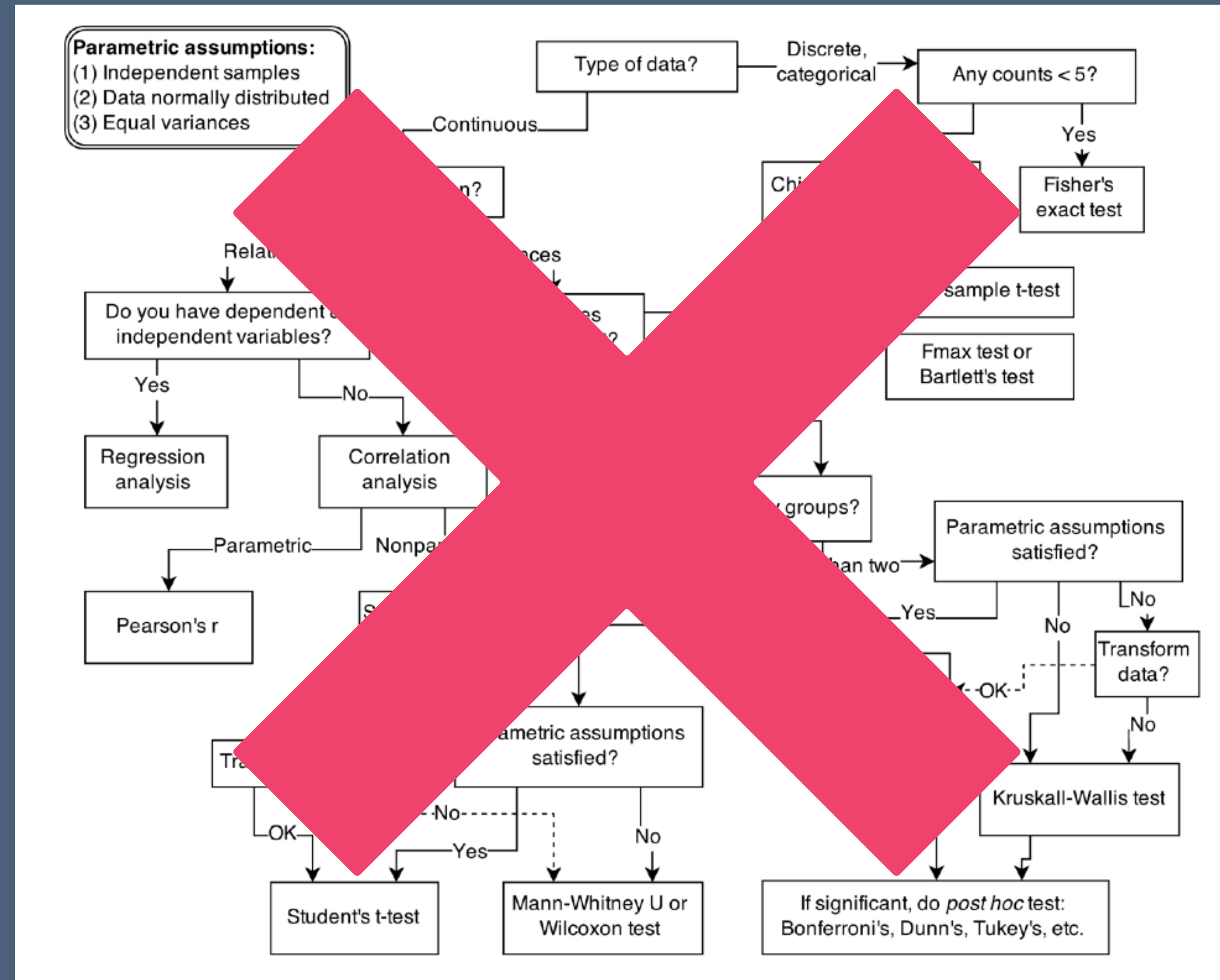
Parametric assumptions:

- (1) Independent samples
- (2) Data normally distributed
- (3) Equal variances





Let's move beyond recipes and think scientifically



The basic model

Building a Statistical Model

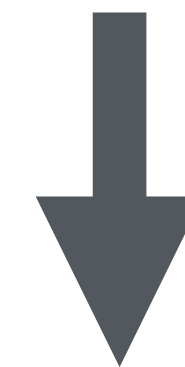
Data generating hypothesis



Statistical model



Estimate parameters



Check model fit

